Journal of Education and Educational Research
ISSN: 2957-9465 | Vol. 7, No. 3, 2024

Internet + Badminton Training in the New Context

Qingfu Jia, Liangcai Guo *, Meihui Mu, Minghe Li, Shuxun Shen, Zhengjie Zhao

Heilongjiang Bayi Agricultural University Heilongjiang Daqing, 163000, China
*** Corresponding author:** Liangcai Guo (Email: 605559813@qq.com)

Abstract: Badminton is popular among people of all ages, and it also occupies an important position in the Chinese badminton market. As a global sports activity, badminton has received extensive attention in recent years at home and abroad. With the rapid development of Internet technology, all walks of life are actively exploring the integration of the Internet and traditional industries. In this context, the badminton training industry has also ushered in new opportunities and challenges. Traditional badminton training mainly relies on training venues and coaches for badminton. And now online training platforms provide more possibilities for it. With the gradual improvement of living standards, more and more parents attach more importance to the comprehensive development of their children, and interest training institutions for teenagers and children have mushroomed. However, from the perspective of the interest training market for teenagers and children, there are few sports trainings, most of which have no educational qualifications, and the cost is expensive. In this context, Internet plus+badminton training will have unique advantages, we can provide a platform for physical exercise for teenagers aged 6-16 through online self-learning, self-training, and offline small class tutoring.

Keywords: Sports Training; Badminton Sports; Internet; New Context.

1. Introduction

1.1. Policy Support Predicts the Demand for Sports Projects in this Market

While social development and living conditions continue to improve, most children have become "greenhouse flowers". The development of modern society should pay more attention to the issues of promoting children's health and developing their motor skills. The arrival of the "double reduction policy" has reduced the need for education and training, providing more possibilities for children's physical exercise. In the selection of out-of-school sports activities, children's physical fitness training institutions have become one of the important choices for children to enhance their physical fitness and improve their sports performance. It also creates favorable conditions for the children's physical exercise. In recent years, the continuous decline of children's physical quality has worried the society. Sports training is of great significance to the improvement of children's physical health. Children's sports training is an important way to improve their physical and mental health, and the children's sports training market shows a trend of vigorous development. It shows that the market demand of children's physical sports training has great potential for development.

1.2. According to the Survey, according to the Statistical Structure of Relevant Institutions, The Current Market Size of The Industry has Reached More than 50 billion Yuan

The industry has gradually been recognized by the market and parents, and students are willing to actively participate in it. With the improvement of people's health awareness, badminton has become a popular way of fitness. According to statistics, the number of participants in badminton is increasing year by year, and the market size is also expanding. The size is expected for the industry to continue to grow in the coming years as more people begin to pay attention to and participate in badminton. At present, the main competitors in the badminton market include major brands and clubs at home and abroad. Domestic brands have advantages in price and after-sales service, while foreign brands have advantages in technology and equipment. In the future, the market competition will be fiercer, and the competition between brands will be more reflected in the product quality, technological innovation and service level. Consumers' demand for badminton is mainly reflected in the following aspects: One is the site facilities, the second is the coach training, the third is the equipment. As people pay more attention to health and sports, the consumer demand for badminton sports will be further increased. In addition, consumers' demand for sports experience and social interaction is also growing, which will bring more opportunities and challenges to the badminton sports market.

1.3. The Main Target Audience of the Product is Teenagers Aged Six to Sixteen

Search online platforms for course videos on the required sports according to the needs of the service recipients for self-learning and practice. If the service objects are interested in further understanding and need more professional guidance, they can use the Internet platform to complete the registration of offline courses. We will divide offline courses on a regular basis based on the number of registrations and geographical distribution. Nowadays, there are many institutions in the education market, but there are few related to sports, and they face various problems such as lack of venues, poor teacher skills, and high fees. Our "Internet +" teaching method is more from the consumers, which can well overcome the above problems, utilize online teaching to reduce consumer investment costs, and provide regular offline tutoring to better improve classroom effectiveness. Throughout the market, there is an extreme lack of such sports teaching models. Because the children's physical fitness training market is a part of the sports market, so the market prospects are very broad. The development of new industries can enhance

people's consumption awareness, and the consumption willingness of parents of students also reflects the change in consumption cognition. Our team's project breaks the traditional offline teaching format in the education industry. Service recipients have more selectivity in learning on online platforms, rather than traditional offline single choice. Among numerous excellent resources, with the correct guidance of parents, service recipients can better find their favorite sports. The teaching mode of online self-study and offline guidance can help service recipients learn better and faster.

2. Development Status and Trends

Internet + badminton training is a new training mode that combines Internet technology with badminton training. Through the Internet platform, transform traditional face-to-face badminton training into online teaching, allowing students to learn badminton skills anytime, anywhere. At the same time, Internet + badminton training also provides more teaching resources, such as video tutorials, live teaching, etc., to facilitate students' independent learning. At present, Internet + badminton training has received more and more attention and recognition. More and more badminton enthusiasts are choosing this new type of training method. Because it has the characteristics of convenience, flexibility, interactivity, etc., it can meet the needs of different students. With the continuous development and popularization of Internet technology, Internet + badminton training will be more widely used and promoted. In the future, the development trend of the badminton industry will mainly be reflected in the following aspects: One is technological innovation, the second is the application of intelligent devices, the third is the development model of combining online and offline. With the development of technology, Intelligent devices will play an increasingly important role in badminton sports, such as intelligent scoring systems, intelligent coaches, etc. At the same time, The development model combining online and offline will also become, The important trend of future badminton sports market, To provide consumers with more convenient and diversified services. Our team has the following ideas for this trend: 1. The development and application of intelligent teaching system: The use of artificial intelligence technology to develop a more intelligent teaching system, which can provide more personalized teaching programs according to the learning situation and needs of students.2. Teaching mode integrating online and offline: The future Internet + badminton training will pay more attention to the integration of online and offline teaching, so that students can conduct practical training in offline venues, while obtaining teaching resources and guidance on online platforms.3.Promotion of community-based learning mode: Through the establishment of badminton community, students with common interests will be gathered together to learn, communicate and share experience together, so as to promote the popularization and promotion of badminton.

3. Advantages of Internet + Badminton Training

With the development of Internet technology, more and more badminton training began to use the Internet platform to provide training services through the Internet to improve the quality of teaching and student participation. Traditional badminton training often relies on face-to-face instruction between coaches and participants, but this model is limited by time and place. In addition, the Internet can also provide interaction opportunities with other students and promote communication and cooperation among students. Using the Internet to conduct badminton training can greatly improve the teaching efficiency. First, coaches can interact with students in real time through video and voice communication tools to correct their movements and techniques in a timely manner. Secondly, students can use the online learning platform to learn independently, saving the time of waiting and travelling in traditional training. In addition, the Internet can also provide personalized teaching programs, according to the level and needs of students to develop different teaching plans, improve the teaching effect. Traditional badminton training usually requires renting venues and hiring coaches, which requires a large amount of capital investment. Using the Internet for training can reduce the cost of renting venues and hiring coaches, as well as reducing the time and transportation costs of students. In addition, the Internet can also provide online courses and video tutorials, etc., to provide students with more flexible learning methods, reduce learning costs using the Internet for badminton training can expand the group of students. Traditional badminton training is limited by time and place, it is difficult to attract more students to participate. The Internet can break down the limits of time and place, allowing more people to participate. In addition, the Internet can also provide social functions that allow students to connect with each other and increase the opportunities for interaction and communication. In short, badminton training under the Internet has the advantages of rich teaching resources, high teaching efficiency, reducing training costs and expanding the group of students. These advantages can not only improve the quality of teaching and student participation, but also inject new impetus into the development of badminton. In the future, with the continuous development and improvement of Internet technology, it is believed that badminton training under the Internet will become more and more popular and become one of the important trends in the development of badminton.

4. The Practical Operation Steps

First of all, it is necessary to make preliminary preparations and determine the target group of training: according to the people of different ages, genders, and skill levels, formulate corresponding training plans and course arrangements. Choose the right venue and equipment: Choose a spacious, ventilated, and well-lit venue to ensure the quality and quantity of badminton rackets, balls, nets and other equipment. Find a professional teacher to develop the syllabus: according to the training objectives, design the appropriate course content, including basic movements, skills, tactics, etc. Identify Internet platforms and tools: Choose the right online education platform and tools, such as live streaming platforms, video editing tools, etc. In terms of the implementation of the curriculum, we have decided to take the following approaches. 1. Online promotion: Promote the course through social media, advertising, etc., to attract students to sign up. 2. Online registration and course selection: Students can register and select courses online on the platform, and the platform is responsible for recording student information. 3. Live teaching: Using the live broadcast platform, teachers can guide students to play badminton in real time to ensure the quality of teaching. 4. Video explanation: Make short videos of key actions and skills in the teaching process for students to watch and learn repeatedly. 5. Interaction: Students can

exchange sports experiences, share experiences, and promote each other's progress on the platform. 6. Post-class feedback and evaluation: Teachers evaluate the teaching effect based on the students' online feedback and practice data, and adjust the teaching strategy in a timely manner. In terms of post-service, we need to pay a return visit to the trainees who have completed the training to understand their satisfaction and suggestions for the course, so as to provide reference for future teaching. Carry out retraining and promotion, provide retraining opportunities according to the needs of students, and share their experience with more potential students to expand brand influence. Establish a community of badminton enthusiasts, encourage offline communication between students, organize competitions and other activities, and enhance students' sense of belonging and stickiness. Through the above steps, Internet badminton training can achieve efficient and convenient teaching services on the Internet platform, and improve the participation and satisfaction of students. At the same time, through community building, the brand influence can be further expanded and a solid foundation can be laid for the development of the training industry. Taking a well-known badminton club as an example, the club used Internet technology to develop online badminton training courses for different ages and skill levels, and promoted them through social media and online advertising, attracting a large number of students to participate. At the same time, the club has also established a teaching quality monitoring mechanism to continuously optimize the course content and teaching methods, which has been well received by the students.

In the context of Internet+, the badminton training industry will usher in more development opportunities. In the future, with the continuous advancement of Internet technology, we will see more innovative models and richer course content. At the same time, how to ensure the stability and consistency of teaching quality, how to protect the privacy and rights and interests of students, etc., will also be issues that need to be paid attention to and solved in the future. In general, Internet + badminton training in the new context is a new way of training, which breaks geographical restrictions, provides diversified courses, realizes personalized teaching, and allows students to learn anytime and anywhere. It is believed that in the near future, this training method will become the mainstream of the badminton training industry.

Acknowledgments

We thank Heilongjiang Bayi Agricultural University. This work was supported in part by a grant from Innovation of college students "Sports" Education Hope-Internet+ Children's Physical Training Project Item Number: S2023 10223081X.

References

[1] Zhang Jitong--Exploration of the relationship between badminton and contemporary college students [J], Slam Dunk, No. 4, 2021.

[2] Hu Gui--Exploring the Influence and Cultivation of Badminton on the Comprehensive Quality of Contemporary College Students [J] "Stationery and Technology", No. 9, 2019.

[3] Zhang Pengyu--- Sports Risk Analysis and Prevention of College Students' Amateur Badminton Enthusiasts [J] Contemporary Sports Science and Technology, No. 22, 2021.

[4] David Scott, Lorna Scot. Training anticipation for intermediate tennis players[J].Be-havior Modification, 1998,22(3): 243-261.