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

Study on the Path of Developing Sports Lifestyle among College Students

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Abstract: The "Opinions on Promoting National Fitness and Sports Consumption to Promote the High-quality Development of the Sports Industry" for the first time combines "promoting national fitness" with "promoting sports consumption". Sports are the dream of national strength and national rejuvenation, as well as a healthy lifestyle for the people. College students, as the fresh force of reform and innovation, and the main force of the country's future, are the main implementers of the goal of becoming a strong sports country. Their health level is related to whether the country's strategic goals can be achieved. Cultivating a healthy sports lifestyle among college students and paying attention to the health of each individual are the ultimate goals pursued by school physical education, while providing a strong human resource for the country's sustainable development. Strengthening the concept of a healthy sports lifestyle among college students helps promote their practice of physical activity. This is not only related to the realization of individual and school sports goals, but also to the construction and development of higher education in China. College students are the pillars of the country and shoulder the responsibility of national construction. Their health level is related to the destiny of the country. Therefore, understanding the health status of college students in sports life and exploring ways to improve their sports lifestyle development are of great significance to both individuals and the country.

Keywords: Lifestyle; College Students; Sports Lifestyle.

1. Current Situation of College Students' Physical Education Mode

According to the 2021 Post-00s Lifestyle Insight Report, a survey of 9564 individuals showed that 59% of post-00s college students will engage in independent consumption and personal investment in culture and education. They not only put in effort in their studies, but are also willing to spend money to enrich diverse cultural experiences, in order to achieve all-round development. In addition to studying, post-2000s also spend different amounts of money on clothing, food, housing, and transportation. They even imbue clothing with spiritual and cultural connotations, experiencing culture through unique clothing such as Hanfu and cosplay, and showcasing their interests. 37% of post-2000s have a strong interest in animation and anime, and have developed a natural sense of closeness to high-quality collaborations in anime IPs. The degree of IP commercialization in the animation market is increasing, and the role of empathetic marketing is also becoming more apparent. 26% of post-2000s are obsessed with Chinese style, and Hanfu, which is full of ancient and cultural atmosphere, is even more coveted by them. Compared to meeting basic survival needs, post-2000s pay more attention to improving their quality of life and pursuing a better quality of life. They pay more attention to their personal consumption experience and are willing to try brands with stories and souls. From a broader perspective, the social and entertainment activities of the post-2000s are no longer just about chatting, but rather a form of entertainment and a new way of consumption.

In summary, post-2000s college students will engage in independent consumption and personal investment in culture and education. This is due to the rapid development of national spiritual civilization construction and the high attention paid to the development of national sports, which has gradually made people realize the impact of sports exercise on their own health and life. In this context, more college students are willing to choose sports consumption to improve their physical and mental health.

However, the current health status of sports lifestyle among college students is not very satisfactory. According to the "Survey Report on Health and Life Behavior of Chinese College Students" issued by the School of Sports Sciences of South China Normal University, only 19.12% of college students are engaged in sports and fitness after cultural and entertainment activities and going to the library, with an additional 65% 68% of college students feel that they lack exercise, and a considerable number of them have bad habits such as skipping breakfast, not drinking milk, and being picky about food. "Neglecting physical exercise and lacking nutritional knowledge are the main reasons for the decline of students' physical fitness." Zhang Shaoli et al. pointed out that currently, young people in Liaoning Province have not developed a healthy lifestyle, and their participation in physical exercise both on and off campus is not high. There are fewer students who persist in physical exercise for a long time [1].The Report on the Survey of the Current Situation of Mass Sports in China in 2001 shows that the majority of young people still interrupt their sports activities after leaving school, with 68.7% under the age of 20 and 90.5% under the age of 30. This indicates that college students still lack lifelong sports awareness, habits, and abilities. During their time in school, they did not develop a sports lifestyle, and even after entering society, they still did not have the habit of exercising [2].

Chang Bo and Chang Xianhou believe that the sports lifestyle of college students is the comprehensive utilization of various sports materials, culture, and spiritual resources provided by the school to achieve their physical and psychological development [3].

Liu Jiali and Shao Jinying pointed out that the sports lifestyle of college students refers to a fixed form and activity characteristic of various physical activities guided by certain values and able to adapt to the needs of different levels of

society under specific social and objective conditions. It is an effective way to enhance the comprehensive literacy of college students by cultivating their physical fitness and health abilities, enriching their material and cultural life, and handling the relationships between people and society [4].

In his book On Sports Lifestyle, Miao Dapei first clearly proposed the concept of sports lifestyle. Sports lifestyle refers to the stable forms and behavioral characteristics of all sports activities carried out by individuals, groups, or all members for certain values to meet various levels of needs under certain objective constraints [5].

Lu Yuanzhen pointed out in Sports Sociology that lifestyle is a specific reflection of the overall structure and operational state of society, and research on it can help us understand the operating rules of society. To sum up, lifestyle refers to different forms of human existence under the guidance of certain values, which can be divided into material life, cultural and spiritual life, political life, and social life [6].

From the perspective of economics, Zhang Xiaode and Mou Weiyong proposed the evolution of human lifestyle from traditional sharing economy to modern sharing economy in Sharing Economy: A Revolution in Human Lifestyle. Sharing economy promoted by "Internet plus+Ecological Civilization" can realize the modernization of a new lifestyle, namely material and spiritual balance. The sharing economy is a new way of life that can fundamentally solve the crisis of high energy consumption and low environmental protection caused by industrial civilization. The sharing economy represents a new way of life that pursues conservation, low-carbon, and achieves a balance between material and spiritual well-being [7].

In "Philosophical Reflections on Technology and Modern Social Lifestyle", Liu Songlin analyzed modern social life from the perspective of technology, through the emergence of contradictions, the development of technology, the understanding of technology, the creation of technology, the evaluation of technology, and the application of technology. Only by establishing technological progress on the basis of improving social lifestyles can we meet the needs of social lifestyles [8].

Tang Kuiyu and Liang Hongjiao pointed out in "The Choice of Lifestyle in the Post epidemic Era" that under the influence of COVID-19, many people's living habits have changed, and the lifestyle has been reconstructed due to the spread of the epidemic. COVID-19 challenges the healthy survival of human beings, and it is also a major change in the way of human life. For groups located in different epidemic areas, the differences in epidemic environments will bring about varying degrees of reshaping of people's lifestyles. With the help of Internet technology, the transformation and adaptation of lifestyle has completed the cultivation of individual habits in the field [9].

In her book The Middle Class Lifestyle: A New Research Topic in Urban Folklore, Xu Ganli argues that people's lifestyles are often influenced by prevailing customs and trends, as well as the transformation of urban living patterns dominated by the middle class in the process of modernization [10].

Taking college students as the main body and integrating the concepts of lifestyle, sports lifestyle, and college student sports lifestyle proposed by many scholars, college student sports lifestyle refers to a stable and healthy sports lifestyle actively formed by college students under the influence of school, family, city, and other environments, thereby improving their internal sports spirit and external physical fitness. On the surface, the sports lifestyle of college students refers to the physical activities conducted in school, but in reality, it is to cultivate their lifelong sports habits and achieve lifelong sports.

2. Path to Developing a Sports Lifestyle for College Students

2.1. Stimulate Student Enthusiasm and Improve Course Content

In the teaching process, we should always adhere to starting from the actual needs of students, implement optimized and innovative teaching, so that students can fully exert their initiative in the classroom, and lay a solid foundation for the reform of curriculum teaching. In the classroom, teachers should effectively carry out teaching activities based on the specific situation of students, continuously improve their comprehensive quality, and thus achieve the goal of cultivating their physical abilities. The use of sports games in teaching can effectively stimulate students' interest in learning and improve teaching effectiveness. At the same time, it is necessary to strengthen communication with students, timely understand their inner state and needs, and meet their needs. Maximize the stimulation of students' interest, mobilize their participation, initiative, and enthusiasm in sports activities. To achieve this, teachers should actively supplement new knowledge and form a positive interaction within their own theories. There should be innovation in the classroom, curriculum, teaching content, and teaching methods, starting from a novel perspective, keeping up with the trend of the times, and actively keeping pace with the thoughts of students. Only in this way can we ensure the effectiveness of the dissemination of physical education curriculum teaching.

2.2. Flexible and Diverse Teaching Methods to Ensure Course Quality

Through physical education teaching, students can impart sports knowledge and skills, enabling them to flexibly and accurately apply and reach a certain level. In physical education classes, physical education teachers flexibly choose various teaching methods based on the basic situation of students' mastery of sports skills, such as understanding teaching method, game teaching method, etc., to help students master basic skills such as running, jumping, throwing, and ball sports from shallow to deep. Stimulate learning interest, cultivate their tenacious spirit of striving and pursuing excellence, and cultivate a sense of unity, cooperation, and competition. Diligence can make up for weakness, and diligence can solidify excellence. The mastery of physical exercise and sports skills needs to be ensured in terms of frequency, frequency, and time. It is necessary to make full use of physical education classes, break times, extracurricular activities, winter and summer vacations, weekends, and family sports activities outside of class to strengthen physical exercise and form a teaching model that combines school and family. In practical teaching, teachers should pay attention to the actual situation of students practicing and make flexible and effective adjustments in a timely manner. Through the content, time, frequency, and intensity of physical education classes one after another, students can gain happiness from physical exercise. Medical research shows that when people exercise, their brain generates positive emotions, making

brain activity more active and relaxing their mental state, thereby maintaining an optimistic attitude and treating learning and problems with optimism. Physical education classes that have good physical exercise effects can not only regulate emotions and strengthen the body, but also prevent depression and neurasthenia.

Physical education teaching is different from curriculum teaching in other majors, as it not only focuses on imparting theoretical knowledge, but also enables students to correctly master skills in practical operations. So, diverse and flexible teaching methods can not only improve the quality of theoretical classroom teaching, but also promote students to proficiently understand relevant knowledge points in practice.

2.3. Enrich Sports Programs and Increase Opportunities for Selection

Based on the geographical environment, folk customs, climate and other characteristics of the region where the university is located, select sports that are suitable for college students, introduce traditional sports into the campus, and enable college students to actively learn traditional sports while receiving traditional cultural education. Make school sports competitions a norm, and school sports competitions should be arranged throughout the year. Mobilize the school's party and government organs, labor unions, youth league committees, teaching departments, student clubs, and teacher clubs to participate in the construction of the competition mechanism. With an interest oriented approach, actively guide students to participate in sports events, incorporate extracurricular sports activities into the overall planning of school sports, fully leverage the role of various sports organization associations and clubs on campus, carry out rich and colorful sports activities, and provide students with time, venue, equipment, professional judges, and tutoring teachers. The organic combination of classroom teaching and extracurricular activities makes "regular matches" a combination of in and out of class, thereby attracting more teachers and students to participate. To shape the spirit of patriotism, hard work, unity, and progress among college students in the new era through competitions.

The cultivation of a sports lifestyle is not achieved overnight, it is the result of long-term persistence. From a physiological and psychological perspective, school physical education should be based on students' knowledge and skill levels in teaching practice. The practical content of physical education should be combined with health education, life sports, health sports, entertainment sports, fun sports, and sports activities with regional characteristics. Emphasis should be placed on the popularization of sports and health knowledge, skills, and methods. Use scientific evaluation standards such as sports health, sports literacy, sports attitude, sports exercise ability, psychological quality, and moral cultivation. Scientifically, accurately, and comprehensively evaluate students' level of physical activity. Teach, practice diligently, and participate in regular competitions to cultivate a healthy sports lifestyle and promote college students.

It can be seen that a rich variety of sports activities for college students during their school studies can help them comprehensively master their skills and expand their relevant theoretical knowledge. Currently, in the context of interdisciplinary development, enabling students to master multiple skills lays a solid foundation for their future work. So, whether starting from the goals of university teaching or looking towards future employment, enriching physical education teaching methods is a major trend in the development of sports science.

2.4. Fully Integrate Media Organizations and Improve Sports Public Services

In today's information society, the relationship between sports and media is becoming increasingly close. Sports rely on media dissemination to achieve their own value, while on the contrary, media gain wider attention and commercial benefits due to sports. The media extends personal sports activities to a broader space, making certain social rights, benefits, and outcomes possible. So, make full use of various media organizations and institutions to maximize the popularization and expansion of sports lifestyle. Utilizing sports bulletin boards, radio, television, campus networks, sports buildings, sculptures, venue facilities, etc., sports activities promote people to develop good living habits and improve their physical health.

In response to the problems of small campus sports venues and inadequate facilities in universities, which limit student exercise and lead to the majority of students giving up sports. We should improve the relevant sports public services in schools, increase investment in sports teaching, especially strengthen the construction of sports hardware and software facilities, and improve the utilization rate of existing venues, equipment, etc. Fully mobilize modern machinery and equipment to provide good conditions for student sports public exercise venues. At the same time, actively promote the relationship between sports culture and sports, cultivate a strong sports culture and a healthy sports lifestyle atmosphere in the school.

Therefore, we need to effectively combine various media means and technologies, comprehensively, concretely, and deeply tap into the rich sports and cultural resources and potential of universities, improve sports public services, fully mobilize students to carry out sports and cultural construction, and carry out various, diverse, and innovative sports and cultural activities. At the same time, university teachers should provide corresponding guidance and guidance to ensure that students use various sports lifestyles reasonably and rationally, form a healthy and scientific development path, and thus improve their physical fitness.

2.5. Strengthen Family Physical Education and Instill the Concept of Healthy Living

Family is an essential part of students receiving various education, playing an important role in establishing a healthy lifestyle and promoting the healthy development of their physical fitness. The formation and establishment of students' thoughts, behaviors, values, worldviews, and habits are closely related to family education. The cultivation of students' sports and health concepts and self physical education cannot be separated from family education.

Family sports is a sports lifestyle that students should cultivate before entering university campuses. It is the enlightenment of sports life, and healthy family sports habits are an important step in cultivating sports habits for college students. It can not only cultivate students' good physical fitness, but more importantly, shape their healthy personality.

Family education has a serious and authoritative impact on the growth of students. Parents are the first teachers on their children's growth path, and their ideological concepts and behavior have a great impact on promoting their children's sports methods, sports concepts, and lifestyle behaviors,

cultivating healthy eating and sleeping habits, cultivating reasonable hygiene habits, and physical exercise.

Of course, family education cannot be separated from society and community. Especially, the community plays a positive role in providing fitness venues, promoting students' exercise concepts, actively participating in social practice, and developing their individual sports advantages. In the current context of education, it is required that schools, families, communities, and the whole society closely integrate, perform their respective duties, communicate with each other, learn from each other's strengths, and make up for each other's shortcomings, in order to form an environment where the whole society cares about and values the healthy growth of college students, and promotes the improvement of their physical health level through reasonable and scientific sports activities.

3. Summary

Lifestyle is an important way to reveal people's survival and development status and concepts. In 2020, the document "Accelerating the Construction of a Sports Strong Country and Continuously Creating a New Situation in the Development of Sports Industry" published by the Learning Times pointed out that the development of China's sports industry should closely revolve around the diversified needs of the people's sports, continuously innovate the supply methods of sports products, improve the supply level of sports products, guide sports consumption, and promote the development of the sports industry. By 2025, make people's daily fitness activities a habit and make physical exercise a positive and healthy lifestyle. The lifestyle of college students is a unique one among many people, with a combination of educational and social characteristics. At present, college students have formed unhealthy lifestyles due to the influence of social norms, mass media, social trends, and other factors. Problems such as "civilization diseases", "wealth diseases", and "chronic diseases" have emerged one after another, resulting in an unfavorable health condition for college students and a continuous decline in their physical fitness. This has affected the healthy growth of college students and the overall health level of college students, which is not conducive to the cultivation of national talents.

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