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A study on the impact of new media selection and use on physical education of college students in the post-epidemic era

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Abstract: The progress and development of the country and society need talents with all-round development of moral, intellectual, physical, and aesthetic abilities. Today, when the new coronavirus epidemic has not completely disappeared, college students should pay more attention to the exercise and improvement of physical quality, so as to build a solid foundation for the longevity of the country. Especially after the new coronavirus was downgraded from " Class B A tube" to " Class B B tube", college students have been infected with the new coronavirus one after another and their physical quality has been declines of varying degrees. In order to explore the innovative way of physical education to improve the physical quality of college students in the post-epidemic era, this paper takes the selection and use of new media in teaching as the starting point, and conducts a research on basic physical education in the new media environment in the first stage, and later on takes into account the continuous interference of the new coronavirus with human body in the post-epidemic era and the rapid development of information technology in the new media era to explore the difficulties encountered by physical education in the face of the epidemic. In the later stage, we analyzed the reasons behind the difficulties encountered by physical education in the face of the epidemic, and proposed feasible solutions for how physical education in the post-epidemic era can enable college students to use the new media for independent fitness, improve their physical fitness to resist external viruses, and develop into talents with all-round development of moral, intellectual, physical, and aesthetic abilities.

Keywords: The post-epidemic era; Media selection; Media use; University student; Physical education.

1. Research background

1.1. The coronavirus epidemic continues to threaten

At the end of 2019, the global outbreak of the new coronavirus epidemic caused huge material and spiritual losses to mankind, and it has maintained a strong negative impact today. According to the World Health Organization, the impact of the new coronavirus epidemic is wide-ranging, as of May 2020, more than 200 countries and regions have been affected, far exceeding SARS and MERS, and there may be an expansion trend. In addition to the scope of influence, the treatment of victims is very difficult. It is understood that the main pathogenic mechanism of the new coronavirus is: the virus jointly "attacks" multiple organs and systems, including the immune system and respiratory system, through droplet transmission and post-contact infection, and the difficulty of severe treatment and treatment is great. However, even if you understand the dangers of the new crown virus, there is no effective way for people to resist the virus in a short period of time, and the most headache is that the virus cannot be prevented.

Regarding the top-level design of sports to promote the development of human life and health, China has long planned, the 2016 "Healthy China 2030 Planning Outline" plans to vigorously promote the integration of physical health in the next ten years, according to the current residents' physical health, supporting facilities construction and other relevant data, although there are certain results, but because the "Outline" released time is short, relatively slow progress, and reversing the deep-rooted concept in the subconscious of citizens is a relatively long and difficult process. The new coronavirus epidemic is likely to provide a good opportunity to strengthen the public's awareness of physical exercise.

1.2. National policies strongly support national fitness

The life safety and physical health of citizens has always been the focus of our Party and government. For a long time, the country has provided sufficient support for the development of "Internet + sports" through top-level design and policy guidance. Premier Li Keqiang put forward the concept of "Internet Plus" for the first time at the 2015 Government Report, thus opening up a new situation in which all sectors integrate into the Internet to strengthen their own construction. In 2016, the National Fitness Plan (2016-2020) issued by The State Council and the 13th Five-Year Plan for Sports Development issued by the General Administration of Sport clearly put forward the correct guidance for the development of "Internet + sports" and decided to start implementing the "Internet + sports" strategy. The Outline of Healthy China 2030 Plan, released in October 2016, puts forward the development strategy of healthy China, which upholds the guiding ideology of "putting people first", takes the improvement of people's health as the core of the strategy, and adheres to the proactive health work as the guidance. We should give full play to the positive role of sports in promoting people's physical and mental health, preventing diseases, and physical rehabilitation, build a health service model that integrates physical and health, and move forward the key of protecting people's physical and mental health and preventing and treating diseases.

However, the sudden epidemic interrupted the orderly

development of society, and a large number of people reduced their mobility and even stayed at home, but the development of sports was not severely affected. In January 2020, in response to the adverse impact of the new coronavirus epidemic on the physical and mental health of the people, the General Administration of Sports of the People's Republic of China quickly responded and issued the Notice on Vigorously Promoting Scientific Fitness Methods at Home, calling on sports workers across the country to use various media means, such as news newspapers, online media, radio and television and other new media, to provide richer family physical exercise materials to the general public at home through popular science related health knowledge and fitness common sense; In addition, the ways and methods of family physical exercise can also be widely publicized to meet the physical exercise needs of the masses during the isolation period.

The above measures can't help but make people focus on the "Internet + sports" model again. Among them, even if it is limited by many internal and external conditions such as software and hardware facilities and individual differences, the concept of fitness has not been narrowed, that is, the concept of fitness in a broad sense that includes all physical exercise activities.

1.3. The physical health of college students is worrying

Schools are the main battlefield for youth physical health intervention, which has always attracted much attention and even gradually become a key area. In September 2021, the national "Opinions on Comprehensively Strengthening and Improving School Health and Health Education in the New Era" proposed to enhance the educational awareness of "health first" in colleges and universities, adhere to the problem-oriented principle, and subtly guide them to form a correct and positive attitude towards life in terms of health and hygiene teaching and students' healthy life in colleges and universities.

The focus of a healthy China lies in the health of the whole people, and the focus of the health of the whole people lies in the physical health of adolescents, and the physical health of adolescents is related to the country. However, the physical health of students has not been fundamentally reversed, especially college students. In 2014 released the information of the national physical health testing bulletin, China's 3-6 years old children have the best physical fitness, from primary school, students' physical fitness began to decline, although the emergence of the physical education entrance examination inhibited the momentum of students' physical fitness continues to decline, but there are still new problems emerging, always threatening the physical health of Chinese middle school students, "small glasses", "small fat dun" phenomenon and so on. Entering high school, the heavy pressure of the college entrance examination and the lack of physical exercise have led to the extreme health of middle school students, which has buried hidden dangers for the poor development of college students' physical health.

In September 2021, a number of data from the 8th National Student Physical Fitness and Health Survey reported that the health status of college students had hardly improved, and the prevalence of myopia and obesity among students had not been effectively controlled, which was most likely the reason why exercise interventions were not in place. Taking obesity as an example, Professor Chen Wenhe has clearly pointed out that after excluding the specific causes of secondary obesity, primary obesity should be controlled by exercise intervention, which proves that physical exercise can effectively improve physical health. Through the survey of college students' physical exercise, it was found that college students mostly attributed not exercising to lack of time, dislike, lack of friends, etc. Therefore, based on new media technology, it can reasonably use the advantages of fragmented time and virtual community to judge whether it can guide college students to exercise independently, and provide a path for college students to develop healthy living habits.

2. The selection and use of new media

The definition of media selection also belongs to the extension of the professional category of "information behavior", and its information behavior research mainly comes from the two major professional fields of information science and communication. First, in the field of information technology, T.D. Wilson, the main promoter, did not make a specific definition of media choice theory, it asserted that all activities carried out by users to determine information needs, collect information, use information and transmit information are information behavior. Media use in the process of modern communication refers to the behavior of the audience in contacting and using the media, and affects the psychology and behavior of the audience in the process of media contact. Therefore, media use, as an important link affecting audience cognition, attitude and behavior, together with media selection, has a more critical impact on healthy behavior.

Until modern times, with the rapid development of information technology, the original concept has made breakthroughs under the efforts of scholars from all over the world. Katz argued in the "use and satisfaction" theory that media use should be selective, in which the concept of media selection was gradually clarified in the subsequent research process, and unlike the "actual behavior" of media use, media selection is often defined as "behavioral intention in a hypothetical state" and is widely recognized. In addition, in the field of communication studies, Japanese scholars Keizo Okabe, Shunji Mikami and others believe that audiences are "active users" and define various activities formed in the diverse environment of information as information activities, including the acquisition, processing, utilization and storage of information. However, the study of information behavior is limited by the background of the times in the middle and late 20th century, and the development of media is not diverse enough, and most of the research focuses on media use and pays less attention to media selection.

In addition, before and after the new coronavirus epidemic, the research on media selection mainly focused on motivation research, including media selection in social emotional communication, social identity motivation and intergroup media attraction. With the rapid development of modern media, the use of media by audiences has shown a multi-media trend, coupled with the impact of the new coronavirus epidemic, the important role of media has been further explored, so that the importance and necessity of media selection research have become increasingly prominent.

At present, a large number of researchers in China's academic circles focus on the research of media use, and have accumulated certain research results with the help of relatively mature domestic and foreign theories and models such as information behavior theory, use and satisfaction theory, and new media balance demand theory. Research on the current status of public media use, intergenerational

differences in audiences, media development trends, and public media literacy. However, the research on media selection and media use is relatively general, and most researchers combine the two to study, but the production and operation mechanism of media selection as a precursor to media use still deserves in-depth study. At present, there is still relatively little research on the media selection of the audience in China, although there are studies on the individual differences of the audience, user needs, urban and rural differences and cross-media broadcasting, but relatively speaking, it is still not in-depth enough, and the research on interdisciplinary is thinner, not to mention the rapid development of the current media, compared with traditional media, the renewal and development of new media is a thousand miles with each passing day, and the value of media selection is gradually highlighted.

The youth group represented by college students were born and grew up in the information age, and their initiative and participation in new media are more prominent, so they have more research significance and value. In addition, some researchers have taken the risk of mad cow disease as an example and found that the choice of media for college students is conservative and information is obtained through the Internet. As early as before the new coronavirus epidemic, foreign scholars based on previous research found that the main audience of new media will increase the frequency and degree of use when the surrounding environment is uncertain and full of crises.

The above previous research provides a certain research basis for the research on the selection and use of media among college students in the post-epidemic era, but due to the different backgrounds of the times, the current situation faced by college students has also changed, and it is more necessary to continue to study the mechanism of media selection and use by college students from different disciplinary perspectives.

3. The significance of new media for university physical education

3.1. An inevitable requirement for the development of future forms of education

The process of human social development has made the contradictions and conflicts between man and nature more and more prominent, and this has also become a difficult problem that must be solved in the process of social development. This huge machine operated by society has to cope with the challenges of all kinds of unexpected situations, and sudden events have become routine. This menacing new coronavirus epidemic has had a major impact on public health security in the short term, but it has followed another challenge to the whole society. From the perspective of time, the epidemic is not a temporary impact, but a rehearsal of regular emergencies. In terms of training, online teaching plays an emergency role in the normalization of epidemic prevention and control. After the epidemic, online courses should also be transformed into a new way of teaching in colleges and universities under the normalization of epidemic prevention and control. This is not only a turning point, but also a reshaping of "Internet + education". It should be pointed out that online courses are not a replacement and challenge to traditional teaching methods, but to meet the needs of the educated, improve the efficiency of school education, and expand the means and methods of higher education to meet the new requirements of the times for higher physical education. To achieve the development goal of the integration of school online education, combine school online courses with traditional offline teaching to improve the influence of school online courses, and take school online education as a means and way for students to achieve their teaching goals, which is an inevitable need for the normalization of virus prevention and control in school education, and it is also an inevitable requirement for the evolution of school teaching methods in the future.

3.2. An inevitable requirement for improving the modernization of education

The reform of the distance teaching training method of schools in the post-epidemic era is an inevitable requirement for the modernization of higher education. The informatization of higher education has profound connotations. Taking modern changes in teaching content as an example, it is necessary to promote the adjustment and optimization of teaching sports to ensure that students can choose according to their actual needs; It is also necessary to promote the transformation and upgrading of the curriculum, from simple knowledge courses to basic quality training; It is also necessary to reshape the curriculum system, determine the focus, integrate the content, continue to promote the integration of teaching theory and practice, and more effectively play the important functions of the teaching curriculum. The distance learning system has the above characteristics. In terms of teaching content selection, the network-based distance teaching system has a large number of information sources, and the effect on course selection is undoubtedly the best; From the overall consideration, while explaining the knowledge, using knowledge, activities, cases, etc. to achieve the purpose of overall ability training. When selecting content, it is undoubtedly to achieve the improvement of the curriculum system. Therefore, distance learning is likely to bring a huge breakthrough in the modernization of higher education. In addition to teaching, other aspects of distance learning are also in line with the development needs of the modernization of higher education. Starting from the historical stage of China's higher education modernization at this stage, the reform of sports distance education is not only an aspect of the implementation of physical education modernization, but also an inevitable need for the modernization of higher education.

3.3. An inevitable requirement for the cultivation of students' core literacy in physical education

In the field of modern education, due to the increasingly developing research on the nature of higher education, cultivating students' core literacy has increasingly become the development goal of future higher education. In the field of physical education courses, the ability training emphasized by ordinary physical education courses is relatively different from the training goals and social needs. In the field of physical education courses in colleges and universities, the cultivation of sports talents covers elements such as ability, knowledge, action, and spirit. The core qualities of physical education in colleges and universities are based on sports knowledge, ability and action as the internal driving force, and knowledge and ability as the performance results. Based on this, a good training environment and talent training methods have been established so that students can truly adapt

to the needs of social development. The training characteristics of the school and the integration of distance teaching play a significant role in the cultivation of core sports qualities. The introduction of distance teaching helps to fill in many omissions in previous courses, improve the quality of courses, and cover and take into account any knowledge points other than sports knowledge, so the change and improvement of the training mode of school sports distance teaching is an inevitable demand for students' own core literacy in sports.

4. The influence of the media on university physical education

4.1. Changed the environment of traditional university physical education

In China's traditional educational cognition, the school physical education curriculum is mainly centered on the teacher, but this traditional teaching mode still has considerable limitations and cannot keep up with the development level of modern society. After the integration of teachers and new media, the traditional teaching mode has undergone great changes, mainly focusing on students as the core and focusing on student education. With the help of new media, teachers can achieve various forms of information interaction feedback with students in the process of classroom teaching, which improves the depth of school physical education and promotes the improvement and development of school physical education courses. In the process of this information interaction, teachers and students are more familiar with each other, which can improve students' learning motivation and passion, so that students gradually begin to learn independently, and then achieve active learning. The new media also makes full use of the time outside of traditional classroom teaching, and through the organic integration of in-class learning and extracurricular teaching, it has changed the backward environment of school physical education and improved the comprehensive management level of school education.

4.2. The efficiency of the reform of university physical education has been improved

The physical education teaching work of colleges and universities must keep pace with the times and constantly check and fill in the gaps, so as to keep up with the pace of comprehensive reform in education and meet the changing teaching needs of university students in the new era. Under the background of this demand, all major colleges and universities have come up with their own reform ideas and specific implementation methods to adapt to change, and have carried out research and analysis and practical exploration, thus presenting a situation in which the reform of college physical education is blooming. Although the reform plan has its own strengths, there are still imperfect parts, and the lack of effective communication between colleges and universities cannot achieve complementarity between each other's strengths, and the implementation of improvement measures is not thorough, so that the effect of educational reform is not high. The new media also created a broader platform for the reform of college physical education during this period to realize the interaction of educational achievements, and through more open teaching interaction, to achieve more efficient mutual learning between different institutions, thereby improving the comprehensive education level and promoting the pace of college physical education reform. According to the research results, the number of online interactive platforms in colleges and universities in China is about 200,000, of which the online interaction platform between the same region accounts for about 57%, and the cross-regional online interaction platform accounts for about 43%.

4.3. The modalities of physical education at universities have been improved

With the rapid development and in-depth application of the Internet, contemporary college students have more and more channels to obtain information, and their knowledge and vision are becoming broader and broader. In this context, the course content of general college physical education teachers, because of the lag of knowledge in the field of sports, can no longer meet the learning needs of contemporary colleges and universities. Therefore, we should grasp the opportunities arising from emerging network technologies, and through the rational use of rich information and information resources on the network, properly integrate these information and classroom knowledge information, and provide students with more diverse sports and classroom knowledge information, thereby greatly improving students' enthusiasm for classroom learning and the effectiveness of their ability to absorb and master knowledge and information. At the same time, we must be fully aware of the shortcomings of these teaching methods. First of all, it should be known that the news is too large and the things involved are too complicated, which is easy to interfere with students' sense of empathy and will also have a certain impact on their learning process, so teachers must fully integrate emotions and professional knowledge in the process of explanation. Second, it should be known that the new media information is complex and uneven, and many of them cannot be properly verified, and teachers must clearly distinguish between the reliability and authenticity of various messages to provide students with truly positive learning information.

5. Current status of the application of new media in university physical education

5.1. The limitations of the teaching model limit the role of new media

The school's physical education teaching ideas have become imperfect, most of the time still regard the teacher as the core of teaching, around the teacher to carry out the traditional way of teaching students still has certain limitations, students' interest and enthusiasm in practice are in this passive practice process lost a large part, seriously affecting the enthusiasm of students to practice. These traditional teaching methods with teachers as the core, in order to simply cultivate a certain sports skill of students, carry out physical education teaching through repeated exercises in the school sports classroom, and take the sports effect as the main educational purpose for a long time, ignoring the individual needs of students, and seriously weakening the effectiveness of school sports teaching. Many teachers have been working for many years, and they have accumulated difficulties in classroom teaching, cannot seriously and comprehensively receive new media education, do not have a deep grasp of new technologies, do not pay

corresponding attention, lack innovative thinking and only use the methods they are accustomed to. In the issue of organic integration with new media, traditional physical education is more likely to ignore the huge impact of new media, because the focus of traditional college physical education is mainly placed on the playground, in the playground naturally can not effectively use the advantages of new media, and these outdated thinking and methods also restrict the effect of new media in traditional college physical education.

5.2. The management of new media lags behind in the process of university physical education

From the perspective of teaching hardware, because the new media software and hardware foundation of all Chinese colleges and universities is relatively backward, and the corresponding educational information management also has corresponding limitations, it cannot fully adapt to the ever-changing information technology requirements of today's students, so that the effective integration of physical education and schools in Chinese colleges and universities has also encountered great difficulties. According to relevant data, at present, there are only 356 colleges and universities that use new media technology to carry out school physical education reform, while there are only 205 colleges and universities with relatively complete infrastructure, which also reflects the problems and deficiencies faced by major colleges and universities in the country in the process of organically combining new media technology with school physical education.

6. Strategies for the use of new media in the practical application of physical education

The new medium of transmitting information through network terminals can provide more sports information for college students, broaden their horizons, and improve relevant sports awareness levels. It is very convenient for university students to directly watch professional events of sports, thereby increasing their understanding of sports. Therefore, college physical education needs to keep up with the development of this new medium, constantly innovate and progress, scientifically analyze it, and seek new measures and countermeasures to adapt to college physical education.

6.1. Transform teaching thinking and improve teaching methods

If we want to transform the way physical education is done in schools and promote pedagogical change, we must start by changing the thinking of education. Schools should also play a leading role, taking advantage of the integration of physical education and new media, first realizing the scientific convergence of the basic theoretical framework, and then properly educating and disseminating school physical education teachers, and through relevant social activities and publicity, making physical education teachers aware of the importance of new media technology to physical education, which is the key to the benign development of physical education and an inseparable part of teaching reform. Physical education teachers should combine the actual situation with relevant theories in the process of classroom teaching, and transmit relevant content to students in a lively and lively manner, so that students can absorb relevant knowledge more comprehensively, so as to improve the actual level, and then improve the effect of physical education classroom teaching. In the activities of pure theoretical teaching, the student union often ignores the focus of sports theoretical knowledge, does not pay attention to these theoretical knowledges, and does not pay attention to the teaching time, and the effect is not ideal. In carrying out this aspect of teaching, schools must give full play to the advantages of information resources of new media, combine traditional physical education teaching knowledge with new media information, and combine them into more vivid and specific teaching ideological materials, so as to cultivate students' reading initiative and enthusiasm, and then improve teaching ability. In the activities of sports testing, the use of manual means to complete the performance assessment faces many risk problems, first of all, the limited level of personnel and the data entry is not accurate enough, secondly, it is easy to be affected by various other reasons, and finally it is easy to produce errors. This will damage the fairness and impartiality of human testing, and it is recommended to introduce new testing instruments that can reduce errors and increase the accuracy and fairness of detection.

6.2. Adopt a blended physical education model

The development of new media university physical education methods does not mean that traditional educational ideas and methods should be completely rejected. Traditional teaching methods have many irreplaceable advantages through long-term accumulation and precipitation, but we must clearly realize the advantages and disadvantages of developing new media teaching models and conventional teaching models, and find the internal relationship between the two, so as to promote the strengths and avoid the weaknesses, and further develop the hybrid college physical education that organically combines the two. In the traditional teaching method, the pre-class preview is greatly improved to improve the classroom effect, so the teacher needs to tell the students the upcoming practice content in time, so that students can have a general grasp of the corresponding knowledge points in advance with the help of regular textbooks or new media. In the process of physical education classroom, teachers also need to be more involved in students' training, and prompt students to small problems in their movements in a timely manner, and at the same time conduct correct demonstrations to help students correct. After class, use new media to interact with students to solve puzzles. In order to realize the school's physical education teachers to give full play to the advantages of new media innovation, while continuing to retain the fine tradition.

6.3. Expand teaching activities with new media

Although university physical education classes are different from other subjects, they also require rich related training to be improved, and it is impossible to achieve good learning results simply through the time in the classroom to complete motor training and knowledge point learning. Physical education teachers also need to sort out and summarize relevant videos, articles and photo resources in the after-class time, and then use the new media platform to upload to students, which can enable students to complete independent learning very quickly and conveniently, and at the same time effectively use spare time to accumulate previous knowledge points and actions, which paves the way

for the practice of new content in the future, thereby enhancing the enthusiasm of teaching and allowing students to master independently.

7. Epilogue

The new crown pneumonia epidemic is a severe test for the health of people around the world, as well as for physical education and health education. In response to the coronavirus epidemic, physical education in schools is indispensable. This requires the school to use the new concept of new media education to actively promote the reform of physical education in the school, integrate the application of traditional physical education courses and new media to adapt to the requirements of physical education courses in the post-epidemic period, and focus on exploring the new teaching method of integrating teaching with new media and physical education courses, so as to cultivate comprehensive talents who can adapt to the comprehensive development of "moral, intellectual, physical, aesthetic and labor" that can meet the requirements of the times.

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