

Research on the Influence of Sports APP on College Students' Physical Exercise

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Abstract: With the further development of the Internet, more and more information is obtained from mobile phones, and sports apps are designed to meet the needs of mass sports activities, with the help of advanced science and technology to develop a service platform exclusively for sports enthusiasts. In this paper, through the literature method, questionnaire survey method, mathematical statistics method and logic analysis method, the effect of sports APP on the physical exercise of college students in Yunnan Province in Yunnan Province was studied. The study found that the use of sports apps by college students has become a relatively common phenomenon. Sports apps have significantly increased college students' sports consumption and provided college students with a more active physical exercise goal and attitude. It is recommended that APP developers further improve the existing sports APPs, and college students should use sports APPs reasonably, and appropriately introduce sports APPs into college physical education.

1. Introduction

The “Internet +” industry is gradually emerging, and the emergence of sports apps has opened a new form of national fitness. As a major media user, college student groups will also be affected by new media sports apps in terms of sports behavior. Sports APP is to meet the needs of mass sports activities, with the help of advanced science and technology to develop a service platform dedicated to sports enthusiasts.

2. Manuscript Preparation

2.1 Research Object and Method

2.1.1 Research Object

Taking sports APPs as the starting point for research, a systematic analysis of the effects of sports APPs on the physical exercise consumption, physical exercise goals and physical exercise ideas of college students in Yunnan colleges and universities.

2.2 Research Method

2.2.1 Literature Survey

According to the research needs, the school library, HowNet, Wanfang and other academic data platforms are consulted through the Internet, and related literatures are searched for using sports APPs and physical exercises as keywords, with a focus on reading highly relevant research results to lay the foundation for this research.

2.2.2 Questionnaire

According to the research needs, a questionnaire was written and 300 students were randomly selected from five universities in Yunnan. A total of 300 questionnaires were distributed, and 285 questionnaires were recovered, including 271 valid questionnaires, with a recovery rate and effective rate of 95% and 90.3%, respectively effective rate was 95.3%.

2.2.3 Mathematical Statistics

Using sports statistics knowledge, SPSS 17.0 software was used to integrate and process the data, and to find and mine various characteristics revealed by the data.

3. Research Results and Analysis

3.1 Basic Situation of Sports App

APP is the abbreviation of Application in English. Due to the popularity of iPhone smart phones, the current APP mostly refers to third-party applications on mobile devices (including tablets, mobile phones, and other mobile devices)^[1]. APP not only contains tools for positioning data records, but also covers sports social media. It also provides people with more and more ways to obtain healthy life information and ways to promote health; the number of users in the sports social industry in the rapid development period is fast Growth trend, in 2014, the number of monthly active users of China Sports APP exceeded 10 million. In 2015, the number of monthly active users is expected to double, breaking the 20 million mark, and will maintain a relatively high growth rate in the next two years. According to the statistics of the State Sports General Administration, there are currently more than 400 million people who regularly participate in physical exercise throughout the countr^[2]. In 2016, it is expected to exceed 500 million. With the continuous integration of the Internet and various fields, there is still a lot of room for growth in the number of users of Internet sports and fitness applications. The sports APP products in the era of “Internet +” have broken the traditional model of public sports service output, which has brought important opportunities for the integration of resources in the segmented field of the national fitness market. At the same time, as a low-cost, efficient and convenient tool, It effectively solves the problems of insufficient venues, insufficient consumption, insufficient participation, inadequate services, asymmetric information, innovative methods and reference in the development of national fitness.

3.2 College Students in Yunnan Choose the Download Type and Motivation of Sports App

Based on the above statistical results, by investigating the motivation results of college students in Yunnan using sports APPs, Yunnan province's college students use sports apps mainly for recording kilometers, calories, and time accounting for 85.2%, and social functions for 33%. Share 23.2% are recorded in social software, and 15% are used to record GPS positioning; indicating that the vast majority of universities in Yunnan Province use sports APPs to record the kilometers of running or walking in sports and fitness, record the calories consumed during sports, and Calculate the time of exercise. At the same time, users will share their sports records on social software, which further affirms the social function of the sports APP. Some college students participate in about running, supervise each other to exercise, and enjoy the fun of sports, thereby enhancing the contemporary College students' awareness of fitness has further improved their physical fitness.

3.3 The Exercise Time and Frequency of Yunnan College Students Choosing Sports APP Fitness

After investigation and observation, it was found that the sports APP users of college students in Yunnan exercised 3-5 times a week, and the fitness time was the most in the evening, each exercise time was about 1 hour; 92.2% of users would participate on workdays, Saturdays, and Sundays Physical exercise, in addition, in the distribution of all-day exercise time, the evening sports crowd is the most, especially in summer and autumn, more than half of the users choose the evening time after work, followed by the morning, 56.2% and 33.8%, respectively; according to sports The concept of population, exercise time and exercise frequency standards, shows that college sports users of Yunnan college students already have lifelong exercise habits and become an indispensable part of daily life.

3.4 The Effect of Sports APP on College Students' Sports Motivation

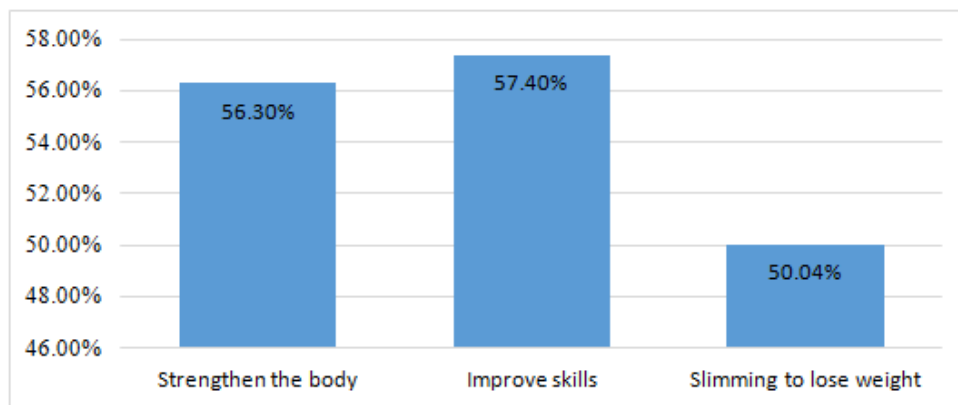


Fig.1 College Students' Sports Motivation Before Using Sports APP

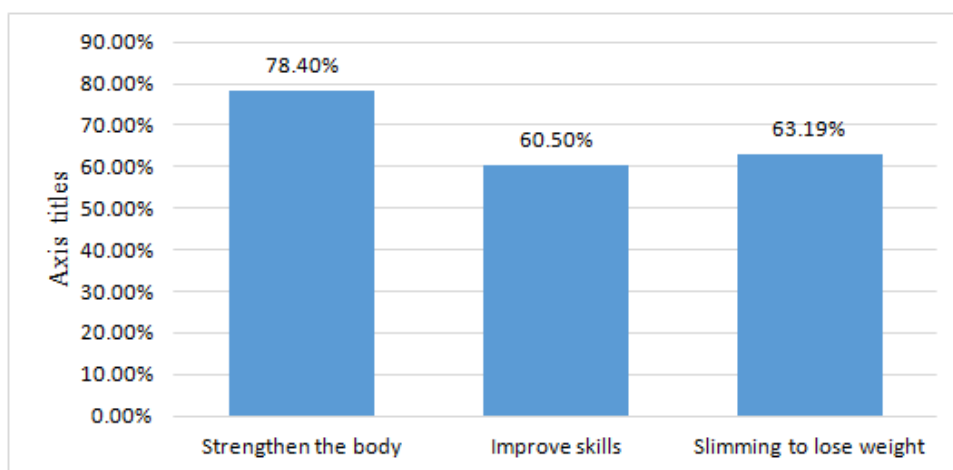


Fig.2 College Students' Sports Motivation after Using Sports APP

According to the survey, before using sports APPs, the main reasons for college students to participate in physical exercise motivation are physical exercise, improving skills and weight loss, the corresponding proportions are 56.3%, 57.4% and 50.04% respectively; and after using sports APPs , The number of people who take physical exercise as the purpose of physical exercise increased to 78.4%, the number of people who aimed to improve motor skills decreased to 60.5%, the number of people who aimed to shape and lose weight increased to 55.26%, and the number of people who aimed to entertaining them increased to 63.19 %. In addition, after using sports apps, the proportion of people who adjust their emotions, socialize, achieve self-worth, experience success or failure, and other purposes for exercise has also increased. This shows that the use of sports APP does affect the goal of college students to participate in physical exercise and enhance their motivation to participate in physical exercise.

3.5 The Influence of Sports APP on College Students' Sports Cognition

Table 1 Survey Results Of College Students' Sports Cognition Before Using Pre-Sports APP (n = 300)

	useful	Generally important	unimportant	Doesn't matter
percentage(%)	31	45.36	10.09	17.09

Table 2 Results of College Students' Sports Cognition Survey after Using Post-Sport APP (n = 300)

	useful	Generally important	unimportant	Doesn't matter
percentage(%)	43.35	50.56	1.92	3.45

According to the survey, before using sports apps, 31% thought that physical exercise was useful, 45.36% generally, 10.09% thought unimportant, and 17.09% thought indifferent. After using sports apps, 43.35% think that physical exercise is useful, 50.56% in general, 1.92% think it is not important, 3.45% think it does not matter; it means that the use of sports APP makes college students have a more correct understanding of physical exercise ; Before using sports apps, 33.10% of the people didn't care about and dislike physical exercise; but after using sports apps, the number of people who didn't care about and dislike physical exercise decreased to 12.88%. It shows that the use of sports APP has made college students have more correct emotions; after using sports APP, the number of college students who want to participate in physical exercise increased from 15.41% to

36.48%, and the number of people who want to participate in physical exercise increased from 45.10% to 51.34%, The number of college students who do not want to participate in physical exercise or do not care about attitudes has decreased from 41.55% to 14.18%. From this point of view, the use of sports APPs has exposed college students to more sports-related information, which has affected their cognition, emotions, and intentions to participate in physical exercise.

4. Conclusion

The “Internet + sports” industry is gradually emerging, and the emergence of sports apps has opened a new form of fitness for contemporary college students. The purpose of using sports APPs for college students in Yunnan colleges and universities is mainly used to record kilometers, calories burned, and timing. Sports APP enables college students to enhance their motivation and correct physical exercise; sports APP can actively stimulate students' interest in sports

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