

Research on Guiding Public Sports Students' Interest in Home Fitness under the “Normalization of Epidemic Situation”—Take “Liu Genghong Shuttlecock Exercise” as an Example

Gang Chen^{1,2,a}, Yan Luo^{1,b*}, Yanjin Shen¹

1.School of Art and Sports, Nanchang Applied Technology Normal College, Nanchang 330000, Jiangxi, China

2.International College of Philippine Christian University, Manila1004, Manila ,Philippine

a.Email:Christian270@126.com

b*Email:251155967@qq.com

Abstract: Under the background of “epidemic normalization”, by using the research methods of literature, interview and questionnaire, this paper conducted an interview and investigation on the home fitness situation of public physical education students of grade 2021 in Nanchang Normal University of Applied Technology during the epidemic period, analyzed the reasons why Liu Jianghong shuttlecock exercises aroused students' interest in home fitness, and put forward corresponding suggestions. It is found that the main reasons to arouse the interest of public sports students are the quality of content, the novel form, the star effect and the transmission of positive energy. At the same time, it puts forward some strategies from the aspects of developing high-quality online public physical education course content, exerting celebrity effect and making use of Internet advantages, aiming at providing reference for public physical education teaching.

Keywords: Normalization of the epidemic; Public sports students; Home fitness interest; Liu Geng hong shuttlecock exercise

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Introduction

As the epidemic has entered a phase of normalization, students' lifestyles and fitness habits have changed significantly. Faced with the dilemma of not being able to carry out offline sports activities normally, online home fitness activities have gradually become a new trend ^[1]. Especially for public sports students, how to cultivate their interest in home fitness is of great significance for improving their physical and mental health, public physical education and the development of sports industry. Amid the restrictions on offline fitness during the epidemic, shuttlecock exercise created by fitness blogger Liu Genghong has attracted the attention of the whole Internet, quickly triggering a wave of “cloud fitness”, and public sports students have also joined in ^[2]. Taking “Liu Genghong aerobics” as an example, this paper analyzes its characteristics, advantages and application effect in home fitness, discusses its role in guiding public physical education students' interest in home fitness, in order to provide new ideas and methods for public physical education teaching and other home fitness programs, and further promote the physical and mental health of public physical education students. Help public sports students develop the habit of lifelong physical exercise.

1. Current situation of home fitness interest of public sports students and its impact on public physical education in the context of normal epidemic situation

In the context of the normalization of the epidemic, the interest of public sports students in home fitness shows the following characteristics: First, the needs are diversified, and students want to try different types of home fitness programs; Secondly, the star effect is significant, and students pay more attention to the fitness programs promoted by stars^[3]. Thirdly, there is a strong need for social interaction, and students hope to interact with classmates and coaches in the process of home fitness. The normalization of the epidemic makes the traditional offline physical education activities face difficulties. First of all, in order to ensure the safety of teachers and students, schools reduce gathering activities, so that physical education can not be carried out normally. Secondly, students' physical and mental health is affected by staying at home for a long time and lack of exercise. Therefore, finding a kind of sports activity suitable for home has become a top priority. The survey results show that most of the public sports students can maintain some home fitness habits during the epidemic. But at the same time, there are also some students because of the lack of motivation and appropriate fitness methods, resulting in poor results at home fitness.

2. Liu Genghong Analysis on the reasons why shuttlecock exercises arouse the interest of public sports students in home fitness

2.1 Star effect “Attracting Attention”

In the Internet environment, stars can directly connect with consumers and guide consumers to interact with brands, products or services, thus generating a large number of online word-of-mouth. Liu Genghong can be said to be an online celebrity. He started his acting career as a TV actor, and cooperated more with top stars such as Jay Chou. At the same time, he is also a singer, host, etc., with high social visibility^[4]. He shouted his friend Jay Chou's fitness in the broadcast room, revealing some interesting stories about celebrity fitness, which also attracted a large number of fans and viewers to watch, ensuring the high popularity of the live broadcast platform^[5].

2.2 Content quality “Features”

The reason why shuttlecock gymnastics can be popular all over the Internet in a short time is inseparable from the uniqueness and attraction of its live content. First of all, unlike some other live classes of fitness coaches, Liu Genghong's “shuttlecock exercise” and other training programs do make many practitioners complain, but they still belong to the range of acceptable exercise intensity for ordinary people. Its movement is simple and easy to learn, the sense of rhythm is strong, and the requirements for fitness equipment are relatively low, even the fitness “white” is not “daunting”.

2.3 New form “show fashion”

Today, with the rapid development of information technology, new media, as an efficient means of communication, is more easily accepted by the public than other means of communication. The “sense of experience” and “real-time performance” brought by “live broadcast” are not experienced in the past sports. People's enthusiasm for fitness is high, and the exercise method breaks the boundary of time and space, which is both “into the cloud” and “grounded gas”, which is fashionable and convenient. Fitness venues have expanded from offline gyms to more scenes, and fitness equipment has been enriched from dumbbells and yoga MATS to “fitness rings” and virtual spinning bikes, which are more interactive and interesting. It is precisely by using new media that Liu Genghong drives many people and teenagers on the Internet to follow and imitate themselves.

2.4 True feelings spread “positive energy”

Liu Genghong's success lies not only in his ability to seize opportunities and meet the needs of society, but also in his personal attitude towards life that spreads positive energy. He is a true fitness enthusiast and lives a disciplined life. As he said: to maintain the secret of youthful vitality, in addition to sports, but also inseparable from a good state of mind, “always have a grateful heart, you will be a lot happy”. “Liu Genghong” conveys self-discipline and healthy social positive energy in such a way, integrates physical fitness into a healthy life, and forms a green, healthy, fashionable and harmonious cultural ecological upsurge.

3. Strategic suggestions for guiding public sports students' interest in home fitness based on “Liu Genghong shuttlecock Exercise”

3.1 Develop diversified home fitness content

According to the different needs and interest points of students, we designed interesting and practical home fitness programs. Combined with the curriculum, Liu Genghong shuttlecock exercise can be included in the public physical education curriculum as an elective course or a featured course to provide students with more choices. At the same time, the teaching and practice of shuttlecock

exercises can be combined with the course content to improve the exercise effect of students.

3.2 Play the role of star effect and opinion leader

Invite influential stars and sports stars to participate in the promotion of home fitness projects, and use their influence and appeal to attract students' attention and participation. At the same time, actively cultivate opinion leaders and give play to their guiding role on social media and other platforms. Strengthen social interaction function: Integrate social interaction elements into home fitness programs, such as online teaching, interactive games, challenge competitions, etc.

3.3 Give full play to the advantages of the Internet

The use of sports online courses, public accounts and other publicity means to strengthen the scientific home exercise to enhance the human immune ability, regulate the state of mind to help publicity and education, and constantly improve students' scientific cognition. Strengthen the scientific design and management of online sports courses and online sports competitions during the epidemic period at home, strive to play the role of the main channel of sports course education, and actively use various online sports exercise apps to assist and supervise students' home exercise.

4. Conclusion

This study takes "Liu Genghong shuttlecock Exercise" as an example to explore how to guide public sports students' interest in home fitness. However, since home fitness is a relatively new field, there are still many issues worthy of further study. In the future, we can further explore how to combine modern scientific and technological means to improve the effect and interest of home fitness; At the same time, we can also pay attention to the long-term impact of home fitness on students' physical and mental health. In the design of home fitness programs, attention should be paid to the innovation and diversity of content to meet the needs of different students. At the same time, combining traditional culture and modern fitness concepts, to create a unique home fitness program. Swing star effect: With the influence of stars, attract more students to participate in home fitness. At the same time, through the demonstration and guidance of stars, to cultivate students' fitness interests and habits. Strengthen social interaction: In home fitness programs, platforms such as social media should be made full use of to provide students with an opportunity to learn from each other and communicate. Through social interaction, students can enhance their sense of participation and teamwork. At the same time, the guiding strategy proposed in this study also has certain practical significance and application value. In the future, we can further explore how to effectively integrate these strategies into physical education to better serve the needs of students' home fitness.

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About the author:

Gang Chen (1988.08-), male, Chinese, born in Ganzhou, Jiangxi Province. He is studying for Ed.D. in Philippine Christian University. He is a lecturer in Nanchang Applied Technology Normal College

***Corresponding author: Yan Luo**