

# Research on the Strategies of Improving the Physical Health of College Students by the Modern Information Network Platform of Colleges and Universities

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**Abstract :** With the rapid development of information technology today, the improvement of college students' physical fitness needs to make full use of network resources. On the one hand, schools need to use network resources to reform and optimize the existing physical education work, and respect students' individualization during physical exercise. Growth and development. Secondly, use network culture to complete the effective construction of campus culture, and incorporate corresponding sports culture into campus culture to build an atmosphere for physical exercise and learning within the school, so as to achieve a subtle impact on students. This article analyzes and discusses the strategies for improving college students' physical health in the network communication under the perspective of new media.

**Keywords :** Network Platform; Physical Health; Improvement

With the rapid development of information technology today, the improvement of the physical health of college students should use corresponding information technology and network communication technology to break the limitations of time, space and teaching resources in the original physical education process, and fully respect students personalized sports learning needs. During this period, schools should make full use of various social platforms to create a positive and correct learning atmosphere for students, so that students can develop in a more long-term and stable manner.

## 1. Research on the status quo and causes of college students' physical health problems

In recent years, with the continuous advancement of quality education, the teaching management implemented for college students should not be limited to the original professional knowledge and skills and the work content on the ideological and moral level. Under the current lifelong sports ideology, students must achieve the common development of physical and mental health. As the society continues to pay more attention to the physical health of college students, the current analysis of the physical fitness of college students in my country shows that. Physical function, and physical fitness. The physical health of the college students in our country is obviously declining; Through the test and analysis of the physical health of college students, most of the students' test scores tend to stay at the passing level, and most college students. There is also a lack of lifelong sports and corresponding fitness concepts, and they are not active in the process of physical exercise. The current survey results of the physical health of college students show that there is a downward trend in the body shape, cardiopulmonary function and endurance level of the college students in my country, and the health of the college students in my country is relatively low.

The fundamental reason for the above situation is that most college students lack stable exercise time, and do not pay enough attention to related exercise activities, and the long-term college life is irregular and unhealthy. In addition, there are relatively many

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factors affecting the physical health of college students, such as family, school, society, and college students' own life and learning environment will affect the formation of their physical exercise concept. There are also corresponding deficiencies in physical education teaching in colleges and universities. Coupled with the influence of college students' personal living habits, family social environment and other related factors, the healthy development of college students' physical fitness is still subject to many restrictions.

Generally speaking, with the rapid development of today's society and the continuous acceleration of the current pace of life, the social pressure and life pressure of college students are also increasing, which seriously affects the physical health of college students, and the factors that affect the physical health of college students are also relatively many, my country's institutions of higher learning should take necessary control measures to improve the physical health of the group of college students.

## **2. Analysis of the improvement strategies of modern information network platforms in colleges and universities on the physical health of college students**

### **2.1 Develop an information-based physical education model**

It was mentioned earlier that the physical health of college students is affected by the surrounding environment of the individual college students, and it is also affected by the physical education work carried out by colleges and universities today. Specifically, in the current environment of expanded teaching and enrollment in colleges and universities, the existing physical education resources of the school appear to be stretched and cannot meet the individual learning needs of college students. Physical education teachers should integrate current digital and information teaching strategies to implement differentiated physical education guidance for students. During this period, physical education teachers should combine the physical exercise preferences of each college student group and the physical condition of the college student group to formulate scientific and reasonable exercise programs for them, and integrate the corresponding exercise videos on the Internet, and adopt a step-by-step approach from the shallower to the deeper. The teaching strategy allows students to learn through the corresponding online video materials in their free time after class, and in the follow-up physical education class, allows students to ask physical education teachers from places that they do not understand online learning, so that the existing physical education teaching the work can be targeted and focused. Under today's personalized development concept, schools also need to give students opportunities for personalized physical exercise learning, so as to maximize the protection of students' enthusiasm and initiative for related physical exercise learning, so as to promote students' physical exercise and achieve the right effective improvement of the current physical health of college students.

### **2.2 Complete the construction of campus culture with the help of network information platform**

At present, in order to further cultivate the awareness and concept of lifelong physical education for students, schools should realize the subtle educational influence on students. Schools should be based on campus culture. Actively introduce new media channels and network channels in the construction work, integrate the corresponding sports culture, and perfectly integrate sports culture with campus culture. Through the school's official social accounts such as Douyin, Weibo, WeChat, etc., it can be online in time transmission of sports-related campus culture construction work to demonstrate the school's emphasis on current student physical exercise, in order to achieve a subtle educational impact on students. By creating a positive atmosphere for physical education in the school and establishing a campus culture of physical exercise, we can enhance students' awareness of physical exercise, and over time, complete the construction of students' awareness of lifelong physical learning.

The use of corresponding network platforms often has greater practical significance. Specifically, corresponding communication and exchange columns are opened on the network platform to allow student groups to be on the platform actively discuss and talk about the problems in the process of physical exercise, as well as their own experience in the process of physical exercise learning, and make full use of the open advantages of the network public platform to provide teachers and students with opportunities for exchange and learning, so that sports culture, campus culture and health culture can be quickly disseminated in the school to establish a positive and correct sports and health culture concept for students. In addition, the school should actively establish university sports club activities through the network platform, use the influence and coverage of the club, integrate a healthy culture into the club, and combine the network platform, such as WeChat, Weibo and other corresponding circle of friends, to further improve the club. The publicity efficiency of sports activities, through real-time health sharing, influences more students to participate in the process of physical health exercise learning through internships.

### **2.3 Enriching the content of physical education teaching with the help of network media**

The current content and related work involved in the physical health education of students in colleges and universities mainly

include physical education in schools and extracurricular physical education. As mentioned above, the physical education work carried out for students needs to integrate students' extracurricular online independent and efficient physical learning, choose their own points of interest in physical learning, and focus on cultivating students' interest in learning. However, in the process of classroom physical education, teachers often arrange for students to study physical health theory, which makes relevant classrooms more boring and easily arouses students' resistance. Physical education teachers make full use of the real-time, open and interactive nature of the WeChat platform to divide existing physical education resources into different sections. Through the learning management mode of the WeChat public platform, it breaks the limitations of time and space in the original physical education theory teaching process, and can also implement targeted guidance to students according to the individual preferences of students, and make full use of the new era of college student groups. Fragmented time, to help them develop a lifelong sports learning awareness, and further reduce the original burden of classroom teaching.

The education of students' physical health is a gradual process, and the development of related work cannot be accomplished overnight. Physical education teachers should push the corresponding physical health of students through the corresponding WeChat public platform according to the students' learning conditions at all stages and stages. Schools can also use the WeChat public platform to organize college students to discuss health topics. In the virtual network environment, students can express their opinions and find like-minded partners to learn and progress together, adding to the fun of college physical education in the new era.

### **3. Conclusion**

In general, in order to effectively improve the physical health of college students today, schools should use diversified information technology and corresponding network media to implement physical health publicity and education for college students, cultivate the concept of lifelong sports, and establish lifelong sports for them. The consciousness of the company has made it more long-term and stable development.

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