

The Influence of Media Contact of Physical Exercise on the Behavior Intention of Youth Participating in Sports

Yazhen Fan^{1, a, *}

¹*Institute of Problem Solving, China Women's University, NO.1 Yuhui East Road, Beijing, China
a. 200411033@email.cwu.edu.cn*

**corresponding author*

Abstract: At present, low enthusiasm for fitness has become a problem faced by many countries. The physical fitness and obesity rate of young people are also rising. It is urgent for young people to maintain regular exercise habits to maintain their health. Research the Influence of Media Contact of Physical Exercise on the Behavior Intention of Youth Participating in Sport is highly significant. In the 2022 Olympic Winter Games, the proposition of "sports" and "health" was written on the title page. In the context of the mobile Internet, various sports videos and sports bloggers have become popular in new media. As a result, related fitness exercise Apps have also developed rapidly. To explore the information processing mechanism of physical exercise knowledge for young and middle-aged people in the process of using new media, and to adopt a more effective method of pushing can effectively promote the enthusiasm of young people in sports, thereby promoting physical health.

Keywords: Youth, Physical fitness, Sports, New media

1. Introduction

Lack of exercise is a major public health problem in many countries. For example, in Singapore, the relationship between physical inactivity is increasing. According to the World Health Organization's Global Health Program, 36.5% of Singaporeans do not get enough physical exercise, lagging behind the global average of 27.5%. This problem is more prominent among young people. Overall, 42.1% of university students in Singapore were less physically active due to their heavy educational burden [1]. The same situations also occur in China. In recent years, according to the China's monitoring data of students' physical fitness, teenagers' physical fitness has been declining year by year. In 2011, more than half of the candidates enrolled in Tsinghua University's independent enrollment chose to test their physique, but none of them reached an excellent level. Only 7.8% of them got good results, while 63.5% failed [2].

Another manifestation of declining physical fitness is the rate of sedentary. In the majority of the world's nations, sedentary behavior is extremely common. In the United States, between 25 and 35 percent of adults do not participate in regular physical activity programs and spend the majority of their time sitting around the house and yard [3]. Affected by new coronavirus in recent years, the frequency of home study and the home office is increasing. The opening of sports venues is also affected by the epidemic, which is often difficult to open. Due to the frequent occurrence of the above phenomena, youth groups are in urgent need of regular exercise and fitness.

In the Olympic Winter Games, the proposition of "sports" and "health" was written on the title page. With the holding of the Olympic Games, Olympic Winter Games, and other sports events, new media of short video continue to broadcast sports events and athletes. Many young people who do not know and are not interested in sports events pay attention to sports because of the wonderful sports clips on the internet.

In the context of the mobile internet, various sports videos and sports bloggers have become popular in various new media; related fitness exercise Apps have also developed rapidly. The active users of these new media are young people. In recent years, there are also studies on the effect of the cognitive mediation model (CMM) on new media communication, but the study of new media on the Internet mainly focuses on the use and effect of individual-centered individual service-oriented fitness Apps. There are also many tests of physical exercise based on the cognitive mediation model, and most of the test groups are elderly people. However, based on the cognitive mediation model, the research on the influence of new media on young people's willingness to participate in sports is less. Based on the above reasons, the researcher made a review of the existing literature, attempts to analyze how the media contact of physical exercise influencing the youth participating in sports.

2. Literature Review

The cognitive mediation model (CMM) was proposed by Eveland when she was studying the learning of politics-related journalism [4]. It concludes that individual motivation will affect how people pay attention to and process the news information and adapt the acquired information into knowledge acquisition, thus affecting behavior. The cognitive mediation model indicates the effect of learning satisfaction in predicting news media use on news content knowledge was guided by variables used in information processing. In particular, pursuing supervisory satisfaction should promote the processing of two types of information: journalistic attention and elaboration. These methods of information processing ought to be compatible and have an immediate, advantageous effect on understanding news material. When these information processing factors are under control, the effect of surveillance gratifications seeking on knowledge-expected at the zero-order level should be close to zero [5]. The core assumption of the CMM is that learning through media consumption is governed by a process wherein motivations drive cognitive information processing, which has a substantial impact on the amount of learning obtained. Therefore, information processing is crucial to the CMM. The deeper the processing, the more cognitive [6].

3. Factors Affect the Willingness of Young People to Participate in Sports

3.1. Existing Knowledge and Motivation

In the process of media contact through new media for physical exercise, the existing knowledge will affect their own motivation. Under different motivations, media contact has different effects on young people's willingness to participate in sports. People who are oriented by sports information will have a learning process after brushing sports videos or downloading sports app. On the contrary, people who are not oriented by sports information are mostly for entertainment purposes when using media. The appreciation of sports videos is their purpose. For example, the number of fans of Liu Genghong, a popular sports blogger, has risen rapidly recently. However, many of the fans are merely paying attention to this blogger rather than the fitness content. According to the comments of his live show, many fans did not follow Liu Genghong's blogger to keep fit. Only sports information-oriented fans who are motivated to lose weight and have a specific sports foundation before and are eager to find more forms of sports resources are following the training. People who pay attention to sports bloggers and continue to watch videos, but have no intention to exercise themselves, are mostly entertainment-oriented people attracted by Liu Genghong's interesting language and active sports atmosphere.

In the following article Attitudes, Health Cognitions, and Health demonstrates the influence between health cognition and health. Positive attitudes about preventative measures like exercise and a healthy diet are reflected in behaviors. The demand for health knowledge was another health want indicator used in this investigation. A person's desire for health information is described in the Health Information Guide. A comprehensive health information guide entails doing research on health issues and educating oneself on them. The area of health belief is where health orientation manifests at the cognitive level. An individual's particular impression of healthy habits, such as a healthy diet and exercise, is referred to as their health belief. Finally, those who are concerned about their health are more likely to participate in healthful activities than the general population [7]. Sports information-oriented groups are more likely to be influenced by the behavioral intentions of sports.

3.2. Information Transmission Path of Media

Fitness apps, which are "third-party application(s) of smartphones or wearable devices that can assist users record fitness data, guide sports learning, and lead healthy lifestyles," have rapidly increased as a result of the development of internet mobile technology [6]. While users of different types of new media have different perceptions. There are more entertainment-oriented users on video websites such as short videos. In fitness Apps, users themselves have specific sports-oriented motivations. Moreover, the impact of a short video on teenagers is weak because it belongs to fragmented information acceptance, while the app has a deeper impact on teenagers and has a better effect. In fitness Apps, there is often a social orientation of the platform of the sports community, in which people can comment and forward, and the information is exchanged more frequently. Whether it is the official news or the platform to invite professionals to share fitness or the exchange of experience between users, people's knowledge of fitness exercise will be enriched and improved. This mode of interaction has a relatively more significant impact on interpersonal. Therefore, people should pay attention to the differences between different types of new media when we study the media contact of new media on sports willingness.

3.3. Media Contact of Video Software with Different Duration

Because of the modern fast-paced lifestyle, people's access to knowledge is more fragmented. Information dissemination by means of long videos and long articles is generally complete and more professional. However, due to the time, energy, and mentality of contemporary youth being limited, they are often reluctant to watch similar media. Generally, the audience of media who are willing to watch information dissemination for a long time is mostly professionals and enthusiasts of a particular profession. At present, there is no clear academic definition of a long video and a short video. Analysis has published the "Special Research Report on China's Short Video Market," which defines a short video as a video with a length of less than 20 minutes. Short video's key words are shot, edited, uploaded, played and shared through the short video platform, covering documentary short films, DV short films, video clips and microfilms. A general term for video clips such as advertising clips [8]. In the 2017 China Short Video Industry Development Report released by research, short videos are defined as "a broadcast duration of no more than 5 minutes." [9].

If people want young audiences to better accept professional sports knowledge and better motivate young people to participate in sports, people can segment long videos and push them in the form of short videos. Short video application itself also have many advantages in nature. Almost all short video applications can be logged in by third parties through platforms with a large number of users such as QQ, WeChat, and Sina Weibo, so many people can watch short videos as long as they authorize their existing communication accounts to short video applications. Moreover, short videos can be shared to other platforms with merely one simple click [10]. At present, in many short video

websites, we have taken the method of inferring and intercepting the wonderful films in the broadcast of longer sports events, coupled with passionate audio and visual stimulating special effects. This method effectively enhances the interest of young people in physical exercise so that they can actively search for professional videos from the passive form of occasional information contact. This format plays a significant role in the deep processing of the knowledge received. However, this way also has drawback in deed, which excessive packaging of sports videos makes many audiences like not the physical exercise itself, but the athletes who are entertained by the impetuous network society. Spectators want athletes to devote their energies to the entertainment industry, not the stadium. The audience does not care about the sport itself, but to satisfy their own entertainment spirit. From this respect, short video cannot promote the publicity and development of physical exercise.

4. Conclusions

Lacking regular sports and physical fitness decline in the face of physical illness is a global problem, with the holding of various sports events and the corresponding appeal for social movements, as well as the development of new media on the internet. Young people are the main users of new media software. It is of great significance to study the media contact of new media and the influencing factors of youth's willingness to participate in physical exercise so as to make better use of new media to influence youth's participation in physical exercise, improve their physical fitness and improve social health problems. Their existing knowledge and motivation will affect the willingness of young people to participate in sports. The more knowledgeable they are, the more motivated they will be to participate in sports more actively after media contact. The information transmission path of different Apps will affect the willingness of young people to participate in sports. Attention should be paid to the characteristics of different Apps in the study. The media contact of video software with different duration will have an impact on the willingness of young people to participate in sports. Cutting long videos into short videos can effectively improve young people's interest in watching sports videos. However, there are still drawbacks that cannot really understand sports. In the follow-up study, how to better integrate the popularization of professional knowledge and entertainment needs to be further studied.

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