

Online and Offline Integration Promotion Practical Research on the Construction of Physical Education Culture on University Campus

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Abstract

University campus sports culture is not only an important part of campus culture, but also a display of the achievements of university sports education. This article uses the literature method, questionnaire survey method, and on-site interview method to investigate the integration of online and offline campus sports culture. The research results show that the use of online promotion, offline learning, online feedback, and offline practice service models can better promote the development of college campus sports culture. "Online and offline integration" in the construction of campus sports culture in colleges and universities can effectively promote students' physical fitness and sports skills. The "online and offline integration" in the construction of campus sports culture in colleges and universities puts forward higher requirements for the construction of school software and hardware, management work, and learning environment. It provides new ideas and references for the construction of campus sports culture in colleges and universities in the information age.

Keywords

Online and Offline; Integration; College Campus; Sports Culture.

1. Research Purpose

College campus sports culture is not only an important part of campus culture, but also a display of college sports education achievements. College campus sports culture has a special status and function. Through the wonderful extracurricular sports activities and sports competitions, not only can students have a healthy physique and outstanding sports skills, but also promote their overall development, improve their physical fitness and cultural accomplishment, enrich their spiritual and cultural life, and promote campus harmony healthy growth. With the development of the information age and rapid penetration in various fields, how college students, as the leaders of the new trend of the times, develop a colorful campus sports and cultural life under the background of information is very much in line with the needs of contemporary college students. Zhoukou Normal College actively promotes the integration of online, online and offline in the construction of campus sports culture in colleges and universities, relying on informatization. In the implementation process, bold reforms and useful attempts have been made to improve students' physical fitness and sports skills through online and offline integration, enrich campus sports cultural life, and provide a practical reference for the development of college campus sports culture.

2. Research Objects and Methods

2.1. Research Objects

Taking Zhoukou Normal College's "online and offline integration to promote the construction of campus sports culture in colleges and universities" as the research object, 200 students in

the optional martial arts class, ethnic dance optional class, and yoga optional class, and 6 physical education teachers and administrators are selected as the survey objects.

2.2. Research Methods

2.2.1. Documentary Materials Method

consult the research papers on "Campus Sports Culture Construction" in recent years, and related documents, management methods and teaching materials formulated by Zhoukou Normal University in the promotion of "online and offline integration to promote campus sports culture construction".

2.2.2. Questionnaire Survey Method

In order to understand the implementation of "Online and offline integration to promote the construction of campus sports culture in colleges and universities", 200 students in the optional martial arts class, ethnic dance optional class, and yoga optional class were selected as the survey objects. A total of 200 questionnaires were distributed and 200 were recovered, with a recovery rate of 100%. There were 184 valid questionnaires with an effective rate of 92%.

2.2.3. On-site Interview Method

On-site visits to understand the relevant persons in charge of the college and front-line physical education teachers, to understand the implementation, evaluation, effects and existing problems of "online and offline integration to promote the construction of campus sports culture", in-depth classroom, after-school training, and competitions. Understand teachers' teaching, students' learning, and activities.

2.2.4. Mathematical Statistics

Use EXCEL2010 to perform statistical processing on the collected data.

3. Results and Analysis

3.1. Implementation of "Online and Offline Integration" in the Construction of Campus Sports Culture

3.1.1. Overview of "Online and Offline Integration"

"Online and offline integration to promote the construction of campus sports culture" is an attempt to reform the development of campus sports culture. "Online and offline integration" refers to the combination of offline sports service products and Internet technology, so that the Internet becomes the foreground and extension of offline learning. Adopt a service model of online promotion, offline learning, online feedback, and offline practice. "Online" content includes sports network courses, micro-classes, and sports world campus APP. "Offline" content includes sports classroom teaching, sports event organization and performance, quality exercises, amateur training, and college students' physical fitness test. Online and offline integration includes two parts: online and offline integration of sports skills and online and offline integration of physical fitness.

Online and offline sports skills are integrated. Before class, students use sports network courses and micro-classes to preview their sports skills; teachers in class use classroom physical education to teach sports skills; after class, students use sports network courses and micro-classes to teach sports skills. Classes and other forms of exercise skills are reviewed and consolidated; after-school students display their learning results through the organization of sports events and performances, thus achieving online and offline integration of sports skills.

Physical fitness is integrated online and offline. After class, students use the Sports World Campus APP to exercise their physical fitness; in class, they perform physical fitness exercises under the leadership of teachers; the amateur training after class also improves their physical

fitness, passing sports performances and college students' fitness tests To show the results of improving physical fitness, achieving online and offline integration of physical fitness.

3.1.2. Implementation of "Online and Offline Integration"

The "online and offline integration" is the campus sports culture construction office under the direct leadership of the dean of the sports college, which is directly responsible for management and coordination. The Campus Sports Culture Construction Office integrates the various sports resources of the school, and conducts unified management and deployment of the teaching and research sections of the School of Physical Education, the college student physique testing center, and the college student group activity center to maximize the function of each resource. Through independent choice of sports, independent choice of exercise time, and independent choice of sports clubs, we can realize online and offline integration to promote the construction of campus sports culture.

Free choice of sports items: Students can directly select online class items through the course management system in the first 1-2 weeks of the first semester of each academic year according to their own interests and hobbies. The options include basketball, volleyball, football, badminton, tennis, aerobics, martial arts, folk dance, yoga, roller skating and other 20 projects, which are managed by each teaching and research section. At the same time, each teaching and research section assigns specialized teachers to complete micro-classes, sports network course production, and online Q&A.

Self-choose exercise time: Students complete no less than 45 running exercises through the Sports World Campus APP each semester. Girls run no less than 1.5 kilometers each time, and boys run no less than 2 kilometers each time, which are managed by the University Student Fitness Test Center. , The teacher is responsible for implementation and supervision. Class teachers can supervise every student in the class through the mobile app, and learn about their daily exercise time, amount of exercise, exercise location, cadence and other information. Exercise performance accounts for 20% of sports performance.

Independent choice of sports clubs: Each student chooses 1-2 sports clubs according to their own specialties and hobbies. According to the characteristics of the project, each sports club must be a large-scale sports event held by the school every semester. Each sports club is unified by the University Student Group Activity Center. management. The sports club mainly undertakes the school's "two sessions and one" performance (track and field games, ball games, sports art festival), and also includes some large-scale sports performances, sports referee training, sports skills training, etc. After students participate in these activities, they can get 2-10 points of extra points for physical education.

Through these processes, classified promotion and hierarchical guidance, the school's site resources and teacher resources are fully utilized. Let students truly learn to love, learn to be strong, and achieve the goal of improving physical fitness and improving motor skills. "Online and offline integration" has been implemented for more than a year, and through continuous improvement and development, it has now become a school-running feature of the school, bringing new changes to the construction of campus sports culture.

3.2. The Effect of "Online and Offline Integration" in the Construction of Campus Sports Culture

In recent years, campus sports and cultural life is colorful and diverse, and a series of sports cultural brand activities have been formed, such as spring track and field games, autumn ball games, winter sunshine long-distance running games, sports club fun games, faculty and staff games, etc. Large-scale event. The development of these campus sports and cultural activities has satisfied the personality development of contemporary college students, improved their sports and humanistic qualities, and cultivated their fitness awareness and moral cultivation.

Our school has also been awarded a series of honors such as the advanced collective of provincial higher education campus culture construction and social practice activities.

3.2.1. In Terms of Students' Physical Fitness

The College Students' Physical Fitness Testing Center conducts physical health tests on all college students in accordance with the National Student Physical Health Standards every academic year, and reports the annual test data to the National Student Physical Health Standard Data Management System on time. These test data can be very objective Shows the physical fitness level of our college students. In the past two years, the excellent rate of students' physical fitness test has been increasing year by year. In 2014, the excellent rate of students in our school was only 0.6%. In 2015, the excellent rate was 1.2%. In 2016, the excellent rate reached nearly 3%. In 2017 and 2018, it reached more than 5%. The promotion of online and offline integration of quality exercises has greatly promoted the improvement of students' physical fitness.

3.2.2. Students' Motor Skills

The "online and offline integration" of sports skills has fully stimulated students' interest in specialty learning. Students have participated in various competitions at all levels in Henan Province and have repeatedly won excellent results. They have won the first prize of Henan Province Physical Education Basic Skills Competition for 7 consecutive years. Our school's national dance performances and fitness Yangko performances participated in the large-scale cultural performances of the 11th Senior Games in Henan Province. The school's various sports competitions and sports activities are rich and colorful, which greatly activates the school's after-school cultural life.

3.3. Problems

3.3.1. Site Facilities

In the construction of campus sports culture, the biggest problem encountered by "online and offline integration" schools is the lack of venues and facilities. Among the students surveyed, 96.7% of the students are generally dissatisfied with the school's existing premises and facilities, and believe that the school should increase the construction of hardware facilities. Although the school has just undergone hardening renovations of basketball courts and volleyball courts, there are only one simple wind and rain playground and two track and field fields for more than 23,000 students. Many projects have to be closed in wind and rain. Due to conditions, the departmental badminton optional courses can only be adjusted to noon, which seriously hinders the further development of "online and offline integration".

3.3.2. Sports and Cultural Knowledge

87% of the students surveyed believe that the current "online and offline integration" process of promoting the construction of campus sports culture, sports culture knowledge is insufficient. For example, students are eager to learn and understand some traditional sports culture knowledge, sports rehabilitation and health care knowledge, project development history and referee rules. In the construction process of online courses and physical education, some columns and basic knowledge of sports can be opened to introduce some knowledge of sports culture, sports rehabilitation and health care, introduction to various sports items and referee rules, so that students can learn both skills and knowledge. Learn sports skills while understanding more sports connotations.

3.3.3. Continuity of Student Learning

Table 1. Time Statistics of Students Participating in Sports Clubs (N=184)

Average age (years)	Average years of participation in sports clubs (years)	Willing to continue studying (%)
20.09±0.87	1.06±0.93	63

As shown in Table 1, the average age of the students participating in the survey was 20.09, and the average age of participating in sports clubs was 1.06 years. The number of people willing to continue to participate in sports clubs accounted for 63% of the total surveyed. The questionnaire survey also found that the number of first-year university students participating in sports clubs is the largest. Although "online and offline integration" has brought many benefits to students, only 63% of students are willing to continue to participate in sports clubs. Senior students are affected by various factors such as grade examinations, off-campus internship training, postgraduate entrance examinations, work and other factors. The enthusiasm of senior students to participate in physical exercise and sports clubs is far lower than that of junior students. The implementation of "online and offline integration" provides new ideas and directions for the development and implementation of campus sports culture. However, there are still some problems in the venues and facilities, the teaching of sports culture knowledge, and the continuity of student learning, which need to be further improved.

4. Conclusion

(1) "Online and offline integration" includes online and offline integration of sports skills and online and offline integration of physical fitness. Using the service model of online promotion, offline learning, online feedback, and offline practice, making the Internet a front desk and extension of offline learning can better promote the development of college campus sports culture.

(2) "Online and offline integration" in the construction of campus sports culture in colleges and universities can effectively promote students' physical fitness and sports skills.

(3) "Online and offline integration" in the construction of campus sports culture in colleges and universities puts forward higher requirements for school software and hardware construction, management work, and learning environment.

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