

The Impact of New Media Short Video Apps on Basketball Behavior

-- Take College Students in Guangdong Province as an Example

Haicheng Feng

College of physical education and health, Zhaoqing University, Zhaoqing, Guangdong 526061, China

Abstract

With the rapid development of Internet technology and the maturity of the fourth generation of mobile communication and its technology, a variety of new media apps not only enrich the extracurricular life of college students, but also allow college students to receive information in an all-round way, all-weather extension, multi-field expansion. The new media short video app has a positive impact on college students' sports awareness, sports behavior and sports motivation, among which the new media short video app can improve the frequency of basketball, the impact on the improvement of basketball skills, and quickly and simply understand basketball information. Using the literature method, questionnaire survey method and other methods, taking universities in Guangdong Province as an example, by analyzing the communication characteristics of short video apps, combined with the actual situation, the impact of new media short video apps on basketball behavior is analyzed.

Keywords

New media short video; App; Basketball behavior.

1. Introduction

The rapid development of the Internet has made it an important communication medium at present. The speed of dissemination of new media information is faster, the means of communication are more advanced, and the production of short videos has changed people's lives to some extent, and the role of short videos in various fields, especially in the field of sports communication, has become increasingly prominent [1]. Nowadays, the popularity of short videos, for basketball fans, when brushing short videos, they will invariably watch short videos about basketball information. Through the research and analysis of the communication characteristics of short video apps, this paper explores the production process of basketball short videos, taking college students in Guangdong Province as an example, analyzing the multi-faceted impact of new media short video apps on college basketball behavior of college students, and hoping that new media short video apps will be used. It can positively influence the basketball behavior of college students and play a greater role in basketball exercise.

2. The Objects and Methods of Study

2.1. Objects

The influence of new media short video apps on basketball behavior was studied by college students in Guangdong Province.

2.2. Methods

2.2.1. Documentation Method

On CNKI, we searched for "new media short video app", "basketball behavior" and "short video communication characteristics" as keywords, consulted relevant literature, and used the library to consult relevant books. Understand the communication characteristics of new media short video apps, and explore the production process of basketball short videos.

2.2.2. Questionnaire Method

According to the needs of the research content, this questionnaire is completed by consulting relevant literature, making a questionnaire under the guidance of the teacher, and making multiple revisions. The questionnaire covered the use of short video apps by college students and the impact of short videos on basketball behavior, and designed the "Impact of New Media Short Video Apps on Basketball Behavior" scale.

Distribution and recycling of questionnaires: Questionnaires are officially produced through Questionnaire Star and published and recycled online; A total of 800 questionnaires were released, and 750 were effectively recovered, with a questionnaire recovery rate of 93.8% and an effective rate of 100%.

2.2.3. Mathematical Statistics

The use of Excel statistical software for data analysis, comparison and charting provides strong support for the ideas of this article.

3. Results and Analysis

3.1. Communication Characteristics of New Media Short Videos

3.1.1. Personalized Recommendations for Short Videos

3.1.1.1 Personalized recommendations based on algorithms

Due to the in-depth and optimization of big data algorithms, algorithms related to recommending associative memory are becoming more and more mature. Through personalized recommendation, the short video app recommends browsing and refreshing the video according to the number of users likes, the length of time of browsing stay, and the number of times forwarded to bring users the content that users love to watch. The above is mainly achieved through the following three algorithms: content-based recommendation algorithm, collaborative filter recommendation algorithm and hybrid recommendation algorithm. So that the short video platform can get more attention and users' dependence on it.

3.1.1.2 Recommendations based on UGC content

The main body of UGC production is ordinary users, mainly to share personal experience and interests and content production and dissemination, and the personal video creation in Douyin is the embodiment of UGC. In this mechanism, users directly participate in the generation and release of platform content, and this sense of participation and achievement can not only mobilize the creative enthusiasm of the widest range of users, but also enhance user loyalty. The UGC platform provides users with a communication space, users can establish communication and interaction with other users when they produce and receive content based on interest, and the breadth of producer sources also promotes the larger scale and richer form of content products, providing continuous support for the development of the platform [2]. The biggest feature of UGC is that it embodies its personalization, and now the content does not only come from traditional media or SP on the Internet, but directly from users. Nowadays, mobile phones are powerful, users can use mobile phones at any time to create short videos, and upload content anytime and anywhere for other users to watch after creation.

3.1.2. Fragmentation and Speed of Short Videos

Short video platform is different from the traditional video platform need to retrieve text in order to watch video, can make good use of the user's fragmented space to find living space, the fragmentation advantage of short video, allows users to browse the short video content that users are interested in at will in the time slot they have, and do not have to waste the retrieval time [3]. Due to its fragmented nature, short videos can integrate daily abstract words, words, expressions, etc., so that users can watch and understand the content in the video more specifically, intuitively and graphically. For example, the basketball "jelly" basket challenge is not to take the jelly to shoot on the shoulder with one hand during the march, nor to eat the jelly when the shot is thrown, but to require participants to stipulate a way to get a basket, to see who can make more coordinated, more ornamental, and more stretchable movements, and then post it to the network by recording a short video. More direct and intuitive video content attracts the attention and attention of users, enhances the interest of brushing videos, mobilizes users' thinking activities, and achieves efficient acceptance of content.

3.1.3. Short Videos Are Entertaining and Have A Strong Communication Effect

The use of short and concise to describe short videos is the most appropriate, the content of the "fragmentation", content simplification, usually can be closely linked with the theme content wanted to express in the short video, and the interesting, focused text, images, music and other content combined directly presented to the user, which to a large extent avoids the loss of users due to boring content and loss of users. Compared with traditional video, short video has a wide platform area, strong communication efficiency, fast transmission speed, high innovation and high inspiration. When traditional video is still editing videos and editing text for the dissemination of real-time hot content, the short video platform conveys information to users early through video combined with text and music, which greatly improves the efficiency of communication.

3.1.4. Short Videos Are Short in Length and Simple in Production

Nowadays, the length of short videos is 1-5 minutes according to the content to be presented, reflecting the strong inclusiveness of short videos. According to the user's experience, users can receive more information in a short period of time in the short video, and users can get satisfaction in a short period of time, on the contrary, if the video is too long, narrative procrastination is easy to make users bored and visually tired. The production process of short videos is simple, the technical equipment required is not high, and the production of short video content only needs to have two conditions: network and mobile phone to complete the content production and release of short videos on the short video app. The traditional video shooting has very strict requirements for camera arrangement and angle selection, which is convenient and flexible, and the most prominent way of short video is "shooting anytime and anywhere" can effectively reduce the restrictions of shooting requirements.

3.2. The Production Process and Type of Basketball Short Video

3.2.1. The Production Process of Basketball Short Videos

The production process of basketball short videos is divided into three steps. The first step is to shoot a video. First of all, according to the planned basketball training method, the number of training demonstrations was recorded. The second step is to design the video copy, the setting of the copy is mainly to explain the action purpose and goal of the basketball action, and then explain the role of the training materials, specific projects and methods through the purpose and goal to be achieved, and comb and typeset according to the design of the copy, and conceive the outline of the entire basketball action content. For example, learning the "Harden European Step" in 1 minute, learning the movements in a short time, and the operability of the practice method are the selling points of this video to attract basketball fans. The third step, the

recording and explanation of basketball actions, the recorded basketball actions will be processed and edited, with the action explanations in the designed copywriting, highlighting the action essentials and key points of basketball actions. Usually, video producers will use simple video editing software to complete the subtitle dubbing, basketball video content editing, and finally show the basketball video that users see.

3.2.2. Types of Basketball Short Videos

The basketball short video produced by the new media short video app can be divided into two types, original basketball video and re-creation video. The first: original video is a short video in which the producer shoots basketball sports video footage and then combines the elements in the short video into a short video. It is mainly a short video of teaching, documentary and other types. The second: in the creation of a video. Mainly by selecting the information of basketball sports events such as the NBA and CBA of the American professional basketball league and the video clips of basketball player training, the producers explain the details of the basketball video actions by eliminating the original sound, editing, designing and explaining the copywriting. It is mainly divided into explanatory videos, copy videos, and "template stream" videos[4].

3.3. The Influence of New Media Short Video Apps on Basketball Behavior

3.3.1. The Impact of New Media Short Video Apps on Participation in Basketball

"Interest is the best teacher", after watching basketball short videos, students can play the initiative and enthusiasm of sports before, during and after sports [5]. A questionnaire survey of 750 university students showed that 550 were obtained. People believe that watching short videos of basketball will increase interest in basketball, accounting for 73%, and also show that watching short videos can play the initiative and enthusiasm of college students to participate in basketball. Some college students want to play but lack initiative and enthusiasm, and I believe that this part of the students can increase their interest in basketball by watching short basketball videos. The frequency of participation in basketball is one of the important indicators for evaluating the participation of college students in sports. There are various types of videos about basketball in the new media short video app, there are user-created basketball teaching videos, there are various types of basketball events editing, commentary videos, college students will have the motivation to participate in basketball when watching such videos. 81% of students believe that the information obtained by basketball short videos can promote the frequency of their participation in basketball exercises. The other 19% of the students are mostly no or little contact with basketball, they think that watching basketball short videos is just leisure time information acquisition needs and entertainment needs. In general, for college students who have basketball foundations and basketball enthusiasts, watching basketball short videos can increase their interest in basketball and increase their frequency of participation in basketball.

3.3.2. The Impact of New Media Short Video Apps Receiving Basketball Information

Different from traditional media such as newspapers, radio, and television in the past, the amount of basketball information in new media is large, the way of disseminating basketball information is novel, and the short video app makes basketball information achieve all-round coverage. In the past, the traditional media had a single way of communication, and short videos could combine text, video, sound and other ways to integrate basketball information together, making basketball information more comprehensive and intuitive. For example, a basketball step "soma step" that was recently controversial, through the dissemination of short videos, not only can make college students understand whether they meet the rules, but also provide college students with learning. Similarly, in the new media short video app, you can not only receive the latest real-time basketball game information, but also search for the basketball

information needed by college students through the search function of the short video app, such as basketball footsteps practice, learning basketball referee skills, etc. can be obtained through search. College students through the new media app is more to understand the basketball game information, so that college students are more willing to use the new media short video app to receive and understand basketball information, learn basketball sports skills and tactics and basketball rules.

3.3.3. The Impact of New Media Short Video Apps on The Improvement of Basketball Skills

The impact of new media short video apps on the improvement of basketball skills, college students believe that the impact on basketball skills is about 27%, the impact is generally about 56%, and about 15% think that there is no impact. Overall, about 83% of the basketball skills are believed to have an impact on the improvement of basketball skills, so watching basketball short videos can enhance the motivation of college students to learn basketball skills and tactics, and can practice basketball skills after watching basketball teaching videos, so as to apply the basketball techniques learned from basketball short videos to actual combat.

3.3.4. Adverse Effects of New Media Short Video Apps on Participation in Basketball

College students spend most of their time watching and using short video apps, with 72% of people watching short videos, 63% of people watching more than 15 minutes, and 200 people watching short videos when they have time. It can be said that short video apps occupy the leisure time of college students. If college students use their leisure time to watch entertainment, funny short videos or watch videos that are not related to basketball, and use the time that should be involved in basketball to watch short videos, then the time that should be basketball will be greatly reduced or even no time to participate in basketball.

4. Conclusions and Suggestions

4.1. Conclusion

Due to the short length and concise content of the new media short video app, the speed of dissemination of basketball information is fast, and the short video occupies the fragmented time, the short video production is simple, participatory and interactive. Undoubtedly, it has become an important platform for college students to understand basketball information, and they use new media short video apps with high frequency, and are willing to obtain basketball information and watch basketball videos in new media short video apps. The basketball videos in the new media short video app not only have a good impact on college students' basketball exercises, but also stimulate college students' interest in basketball exercises.

4.2. Suggestions

Minimize and avoid college students' excessive dependence on new media short video apps, do not overly watch new media short video apps, and colleges and universities should try to combine sports courses with sports courses in terms of the simplicity of production and strong conduct of new media apps. College physical education teachers can use 5G technology to facilitate the development of micro-lessons, especially sports courses, and can use new media short video apps to produce wonderful micro-lesson videos, is conducive to students to technical skills before class, after class practice. College students should establish a correct concept of sportsmanship, avoid the adverse influence of new media short video apps, and cultivate a correct value orientation.

References

- [1] Zhang Xueyan. The media function and role of online new media short video in sports communication[J]. Culture Journal, 2020(12):138-140.
- [2] Han Bing. Analysis on the phenomenon of "vibrato fever" in the perspective of new media[J]. Western Radio and Television, 2020, 41(24):4-6.
- [3] Luo Qiaomu. The communication characteristics and innovation of short video in the era of integrated media[J]. Journalists Cradle, 2021(01):55-56
- [4] Li Wenting. Research on copyright infringement of short videos in sports explanation under UGC mode[J]. Stylistics and Technology, 2020(17):105-106.
- [5] Su Hang. On the role of sports short videos on improving the sports literacy of college students[J]. Journal of Yellow River Conservancy Technical Institute, 2020, 32(04):90-92+97.