

Analysis on the Promoting Effect of Sports App Based on Mobile Internet on the Formation of Sports Habits of College Students

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Keywords: Mobile Internet; Sports App; Sports Habits of College Students

Abstract. With the development of mobile Internet and the progress of science and technology, smart phones have entered the national era. in order to better meet the needs of College Students' sports learning and exercise in the Internet era, more and more sports APP came into being, and is welcomed by young college students. Therefore, the author analyzes the functions and characteristics of the running APP, and combines the current school sports and students' physical problems. The results show that the rational and scientific use of running APP can stimulate students' interest in exercise, improve the scientificity and persistence of exercise, reduce the restriction of exercise and improve the consciousness of exercise, and greatly promote the development of students' exercise habits effect.

Introduction

Since the development of physical fitness standards for college students, the annual performance of the body side has not been satisfactory. The most important reason is that students do not pay attention to extracurricular physical exercise activities. They only rely on the training in physical education classes, and the amount of exercise is far from enough [1]. Coupled with the school's lack of attention to physical education classes, there is only one physical education class in a class. At the same time, a large number of industrial production has also brought a lot of environmental problems, especially in the Beijing-Tianjin-Hebei region, where large-scale fog and frost weather often occurs, which seriously affects people's physical health [2]. College students are a special group that uses a lot of mobile phone networks. They are also the backbone and backing of the national fitness industry. Moreover, after they complete university studies and enter the society, they will pay more and more attention to their physical health [3]. The rapid development of mobile Internet and the further popularization of smart phones have promoted the rapid development of mobile Internet applications and services (APP). By January 2014, the total number of mobile Internet users in China had reached 838 million, with the penetration rate of 67.8% among mobile phone users and the scale of mobile phone netizens amounted to 500 million, accounting for more than 80% of the total netizens [4]. It can be seen that the mobile Internet has developed into the main way of Internet access for the majority of netizens in China because of its many advantages. This also urges our country to gradually enter the era of "Internet +", and mobile Internet technology has begun to affect the innovation and development of all walks of life [5].

App foreign language full name: Application, refers to third-party applications on mobile devices, now mainly in smartphones, Tablets and other mobile devices installed software is called APP [6]. The number of apps is also growing rapidly. By 2016, the market size of app will reach 1.3 trillion yuan, and the development of China's mobile Internet will enter the era of the whole people [7]. Since the launch of App Store in July 2008, about 550,000 apps (hereinafter referred to as APP) have been sold on the shelves, with a total download of more than 25 billion [8]. We can clearly see that the two-week college physical education curriculum can no longer meet the students' needs for exercise. The birth of the running APP makes up for this vacancy. For college students, we can use the development of the network to cultivate sports. Habits, in the "follow-up exercise", develop your own exercise habits. If students are not fully mobilized to actively participate in extracurricular sports activities, it is difficult to improve their physical fitness [9]. In addition, due to fierce social competition and increased pressure on people's lives, most people often work overtime, staying up

late, living irregularly, lacking exercise, and more and more people are paying attention to physical health problems. The reason is that Chinese students have a greater relationship with physical exercise in middle school, especially in high school.

Methodology

The society is constantly improving, the economy is constantly developing, our living standards have been greatly improved, and material life has been met to a certain extent [10]. Each sports app has its own characteristics, in addition to step, run, ride, climb, you can also tailor a training program for you to encourage you to participate and adhere to exercise. By 2016, the App Store app will be downloaded 44 billion times, which may be seriously underestimated given the recent hot trend in app downloads. Currently, Americans have an average of 22 APPs (International Association for Wireless Communications Industry, 2011). Sports APP has the most basic and most widely used data logging functions, including support for positioning and indoor computing distance, real-time recording of motion trajectories, support for new data, and software to support real-time measurement of athletes' basic indicators. Domestic sports APP research has also developed rapidly since 2012. College students are one of the most active thinking groups and the fastest acceptance of new things in society. Sports APP has the functions of fitness teaching, data recording, user's actual movement track, sports video sharing, sports fitness program learning. App also has communication and evaluation functions similar to forum functions, but also can make appointments with friends, everyone to exercise together to increase fun and enthusiasm, but there are also many drawbacks.

There are many sports APP products with similar functions but different emphases. According to this survey, we can get the sports APP which is popular among college students as shown in Table 1.

Table 1 Questionnaire on the Use of Sports APP by College Students

Sports APP	Plump	Music motive force	Tiger flutter	Other
Utilization rate	35%	26%	13%	26%

College students generally understand the importance of physical exercise, but it is easy to participate in physical exercise and difficult to adhere to it. This is also the biggest difficulty that college students encounter in the process of physical exercise. Sports APP can not only supervise their own exercise, but also keep abreast of their own exercise situation, greatly improving their exercise efficiency and performance. In addition, there are competitions, activities, sports groups, sports malls, training courses, thematic training, classified training, intelligent zones, top-quality strategies, talent columns, running strategies, fat reduction and shaping, muscle-building strategies, walking strategies and so on. Fitness APP mainly guides people to use scientific means and methods to exercise by making plans and videos. In the United States, approximately 20% of smartphone users use at least one sports health app to support their athletic and health goals, with up to 38% of APP users downloading apps for sports and physical activity. Sports APP has the functions of teaching fitness and sports, including the teaching and tutorial reference of some other people's experience. With the development of the network, there are some fitness and sports video tutorials for people to learn. The fitness person can be freed from the traditional sports mode, regardless of the time and place. There are mobile phones and networks that can follow the APP to exercise. The use of the APP is not subject to time constraints.

The author selects the functions of fitness and running APP based on Ios and Android system respectively, and analyzes the statistics. The results are shown in Figure 1.

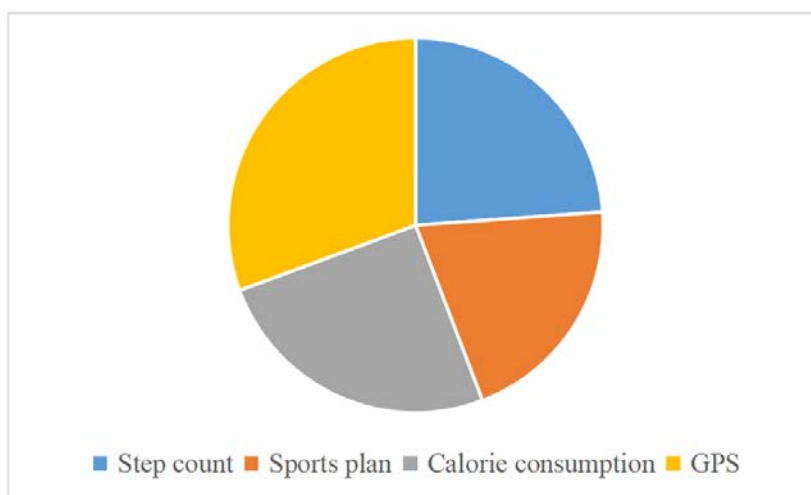


Fig.1. Sports APP function usage statistics

Result Analysis and Discussion

In addition, the network is also a major killer that affects their persistence in physical exercise. 47% of the students said that they like to go online in the dormitory during their spare time, even if they go out for a walk, they can always look at the mobile phone. The richness and functional diversity of sports APP content meets all sports and fitness needs of college students in an all-round way, and scientifically guide students to exercise. It also improves students' enthusiasm for participating in physical exercise, cultivates students' interest in sports, improves students' awareness of sports, and helps students develop good exercise habits. Some apps also provide fitness-related diet knowledge. Running apps only use the functions on the mobile phone GPS module to calculate data such as trajectory, time, speed, and altitude. However, there are few studies on the effect of sports health APP on people's physical exercise behavior and habit formation, and foreign studies on sports APP mainly focus on the realization of fitness function and fitness technology path. Sports APP also has the functions of formulating sports plans according to personal data and goals, and executing and implementing sports plans. As long as you have time and network, you can use your own fragmented time to exercise with sports APP, break the traditional way of exercise, so that users can use lunch break time, break time can launch flexible and diverse ways of fitness.

As can be seen from Figure 2, 75% of the students surveyed chose the sports guidance provided by APP from the perspective of cost-effectiveness.

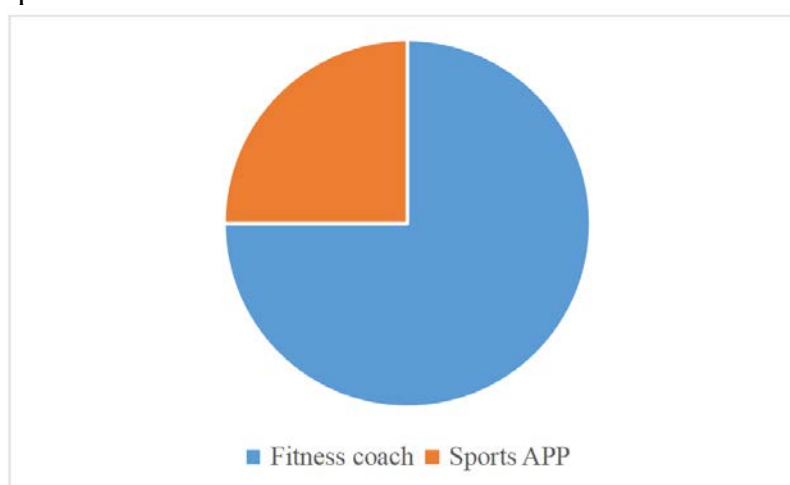


Fig.2. Respondents choose the situation from the perspective of cost-effectiveness

In the context of the rapid development of science and technology and the Internet era, it is of great significance for human development to effectively apply the scientific and technological

products that will benefit the public. People like to download all kinds of apps, such as chat software, practical life gadgets, travel treasures and exercise and fitness guidance. These various types of APP provide a lot of convenience, but also constantly change our living habits. Many apps now have social functions, and sports apps are no exception. In addition, most of the sports APPs also provide estimates of calorie consumption, and even dehydration data, which provide important reference for the amount of water needed after exercise. The author mainly explores the role of running APP "Yuejie Circle" in the formation of College Students' sports habits. With the rapid improvement of people's economic living standards and the popularization of the national fitness concept, the enthusiasm of the masses is constantly rising. Compared with the use of sports APP, the time for college students to participate in physical exercise is significantly prolonged. From passive to active, they can actively participate in physical exercise. The sports app can automatically record and save each exercise data, which makes it easy for you to understand the energy consumed during your participation in the exercise. Therefore, the scientific guidance of college students to establish their own physical exercise program, exercise intensity, and ultimately achieve the desired exercise effect.

Conclusions

About half of college students have experience of using sports apps. Most college students can use sports apps every week to assist in exercise, which is longer each time. Using sports APP, college students have changed from indulging in the Internet and games to using sports software tools to actively participate in extracurricular physical exercise and bid farewell to the "lower family". It also has a series of functions such as improving the scientific guidance of the guidance, rationally formulating the fitness plan, strengthening the persistence of exercise, changing the single evaluation, and improving the consciousness of exercise. The sports app is simple and portable. Most sports apps have a variety of functions, are easy to operate, and make the user's fitness goals visible. Users have strong autonomy when using them, and they have a sense of control and possession. Fitness enthusiasts like it. However, the rapid development of sports APP and inadequate regulatory measures make some non-qualified APPs enter the market. Therefore, the exerciser should choose sports APP scientifically according to his actual situation and exercise needs, so that he can develop good exercise habits in continuous exercise. The results show that using sports APP reasonably and scientifically can not only improve students' physical fitness, but also develop good exercise habits.

Acknowledgements

The 13th Five-Year Plan Project of Jilin Provincial Education Department in 2019, Contract No. JJKH20190383SK

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