

# Reform and Innovation Methods of College Physical Education in the Era of We-Media

**Jing Zhao**

*Xi'an Fanyi University, Xi'an, 710104, China*

**Abstract:** *With the development of Chinese science and technology, education has entered a new era, we media information technology combined with the way to become one of the most popular teaching means. Physical education, as the most important part, has been used more and more widely in China. Physical education is rich in content, diverse in form, vivid and interesting, which is a comprehensive training of students' physical quality. But at the same time, there are many shortcomings. Therefore, in order to achieve innovation and rapid development, physical education must keep pace with The Times, innovate and improve the quality of teaching. Therefore, from the perspective of college teachers' work, the author makes an in-depth discussion and analysis of the existing problems in physical education in the We-Media era and put forward the improvement mode and strategy to meet the needs of social development. Finally, I hope this article can be helpful to teachers and students.*

**Keywords:** *Reform and Innovation; College Physical Education; The Era of We-Media*

## 1. Introduction

With the continuous development and application of we media technology, we media technology has been widely used in all walks of life. In traditional physical education, teachers are the main center to carry out physical education activities. The main function of teachers in physical education is to impart knowledge and skills. Traditional physical education teaching content is relatively simple and boring, teachers lack initiative and creativity in the process of physical education, which makes students unable to better participate in physical education activities, and students cannot show a high degree of curiosity and interest in the classroom. With the promotion of new media technology, various forms of "we media" continue to emerge. This change also brings great challenges to the reform and innovation of physical education in colleges and universities, and training students to master the skills of multimedia learning has also become a big problem.

## 2. Problems in physical education in the era of we media

### 2.1. Lack of diversity in teaching content

At present, in the traditional college physical education, due to the complicated relationship between students and teachers, there are some deficiencies in the learning style and content selection of the teaching content. For example, although the Ministry of Education has been carrying out quality education and new curriculum reform continuously in recent years, there are still many limitations in the selection of physical education content in traditional teaching. And in the physical education teaching content also lacks the relatively advanced effective means.[1] For example, in the actual teaching process, most of the primary and secondary school physical education adopts the traditional teaching mode or the combination of teaching. However, according to the development trend of current teaching content and the current actual situation, it is concluded that the current primary and secondary school students' physical education knowledge is mostly learned through textbook content and examination, which is quite different from the teaching methods of emerging information platforms in the era of we-media. Secondly, the traditional physical education content and the emerging information platform in the era of "we media" show obvious "fragmentation". Although there are some related network resources in traditional physical education, it has not been well solved due to its short use time and insufficient resources.

## ***2.2. The concept of physical education lags behind the development of The Times***

First of all, the concept of physical education in the we-media era lags behind the development of The Times, so that physical education teachers have a negative impact on students' physical education. Many teachers believe that physical education is mainly for students to exercise, and there is no need to restrict it from other aspects, so they can ignore students' physical and mental characteristics and will quality and other aspects. Therefore, with the development of new technology, many traditional physical education classes can no longer meet the diversified and personalized needs of the public. Secondly, problems in the traditional teacher-student relationship in the era of We-media have caused teachers' dissatisfaction.[2] Because traditional college teachers take teaching as the center and teaching as the center, modern college students have strict requirements on teachers and a strong sense of social responsibility and mission. However, due to their young age and limited education level, modern college teachers generally lack a certain sense of innovation and ability in teaching, which cannot meet the students' needs for participation in physical education classroom teaching. And although many universities vigorously advocate quality education, but from the actual situation, it cannot well train students to arrange life and study time and establish correct ideas and other aspects of content.

## **3. Innovate physical education teaching model and strategy**

In the era of We-media, colleges and universities must innovate physical education according to the new situation to make it more distinctive and attractive. Traditional physical education mainly focuses on classroom teaching, teachers' explanation and students' activities mainly focus on the classroom teaching stage. With the advent of the We-media era, the teaching mode of teachers has also transitioned from the classroom teaching stage to the online learning stage. Students can learn and interact in real time on the online platform, so as to obtain more knowledge and skills.[3] At the same time, using the advantages of rich resources, diverse forms and rich content of physical education on We-media platform for teaching is also in line with students' learning habits. At the same time, schools can also share more excellent cases in physical education to the WeChat group for sharing; Teachers can also guide physical education through WeChat groups. Thus, the purpose of information symmetry, mutual help, resource sharing, common improvement and common progress between teachers and students are realized.

### ***3.1. Establish an information sharing mechanism and a resource sharing platform***

Traditionally, the way to carry out physical education teaching through education platform is mainly based on course learning, and teachers will also adopt the network broadcast classroom mode for course content, that is, teachers will directly explain the course content in the live class. Due to the large and abundant teaching resources, the teaching effect of live-broadcast classroom is poor. In order to further improve the teaching effect, two kinds of online and offline teaching modes can be constructed. In the online teaching mode, courseware published on the Internet platform is mainly used for course learning, and the knowledge explained by teachers is pushed through WeChat and other ways. With the help of the characteristics of fast information transmission and wide range of information release in the We-media era, a resource-sharing platform of two teaching modes can be built in colleges and universities, so that students can browse the problems encountered in their learning process or gain fresh knowledge on the platform in real time. At the same time, physical education resources can also give full play to the role of resource sharing platform. On the one hand, schools can build two different forms of online and offline teaching platforms according to their own conditions and needs, and use the information sharing platform to provide students with required information content. On the other hand, schools can combine information tools such as online classroom and mobile learning terminals to create their own special platform to explain the majors involved in the classroom, and transfer the corresponding knowledge from the offline teaching platform to the online teaching platform. At the same time, the school can also upload the sports knowledge and skills with characteristics, quality and efficiency to the school portal website for students to learn and use.

### ***3.2. Improve the management mechanism of online and offline teaching and improve the quality of physical education***

Traditional physical education has many problems, such as single teaching mode, insufficient teaching resources, outdated teaching content and insufficient experience of teachers, which cannot meet the needs of students. Therefore, in the course of We-media teaching, schools should improve the

management mechanism according to the actual situation, so as to promote a more harmonious and equal relationship between teachers, students and management departments, so as to carry out various works better. On the one hand, schools should pay attention to the efficiency of classroom teaching when carrying out physical education, to ensure that the knowledge learned in each class can be effectively consolidated and improved; On the other hand, we should make full use of the rich teaching resources on the "We media" platform to better serve the majority of students. Colleges and universities should actively promote and make use of the rich teaching resources on We-media platforms, and make good use of the information in combination with the actual situation, so as to provide more convenient channels for students to carry out physical education courses[4]. At the same time, in order to ensure the effect of sports, schools should formulate corresponding measures according to the actual situation to ensure that students get more comprehensive and effective physical exercise. In the era of "We media", the management mechanism and implementation mode of online and offline teaching need to improve and innovate the traditional sports teaching mode.

### ***3.3. Innovate the evaluation mechanism and improve the evaluation system and standards***

The traditional evaluation method is usually based on students, and teachers can only evaluate students through exams, so the learning effect cannot be fully reflected, which brings certain adverse effects to the development of physical education. Therefore, schools should further improve the evaluation system and standards in the process of physical education. First of all, we should strengthen the perfection and scientificity of the evaluation system, reasonably set the evaluation system and evaluation standards, and pay attention to the application and guiding role of the results. For example, the course "Physical Health" should be combined with evaluation standards, assessment methods and evaluation standards to improve the application, and regularly publish sports results and learning conditions to the WeChat official account; Third party evaluation agencies can also be introduced. Secondly, big data technology should be used to optimize the evaluation standards, such as analyzing students' learning and ranking through the platform, so as to improve and improve the examination scoring standards.

### ***3.4. Establish multimedia teaching environment and improve the interaction of physical education***

In the process of traditional physical education teaching, teachers and students are often in a passive situation, so that there is no good interaction between teachers and students, which is not conducive to teachers' mastery of students' learning. At the same time, due to their limited cognitive level, college students cannot fully understand the cultural connotation of college physical education class and the related content of physical education course teaching, so they are not interested in the content of college physical education class. However, when these students accept the content of college P.E. class, they know less about the content of college P.E. class, and the cultural connotation of college P.E. class and the educational content related to the content of P.E. course are not very well understood. Under the development and application trend of Internet technology, various forms of network communication media are widely used in physical education, and the use of new media technology can create a multimedia teaching environment. Under the condition of new media, we should pay attention to the friendly communication and interaction mechanism between teachers and students, and establish a good relationship between teachers and students through diversified forms. At the same time, in order to enhance the participation of students, we media platform can be combined with the public resources of colleges and universities to establish a multi-platform and multi-resource platform. Meanwhile, a variety of online learning tools and a variety of network platform resource use functions can be provided. We should make full use of these platform resources and combine with the current network teaching form to carry out physical education learning practice activities in colleges and universities; Establish corresponding online classes according to different course contents; using multimedia technology to develop and perfect the cultural connotation of college physical education classroom. By means of multimedia PHYSICAL EDUCATION, WE can improve the teaching effect, activate the campus atmosphere, expand students' knowledge horizon, cultivate scientific and healthy ideas and lay a good foundation for the future work in colleges and universities.

### ***3.5. To build a professional development platform for teachers and promote the sustainable development of physical education***

The traditional physical education mode is difficult to meet the needs of contemporary physical education to cultivate talents, and the lack of teachers' professional development ability is an important

reason for the difficult development of physical education. Therefore, we should gradually innovate and perfect the physical education content system on the basis of traditional ideas, and strengthen the cultivation of teachers' quality, ability and professional skills. First of all, a sound and perfect teacher professional development system should be constructed to provide more opportunities and platforms for students' all-round growth. Teachers should encourage and help teachers to carry out sufficient learning activities before, during and after class through various forms, so as to promote teachers to form a more comprehensive and systematic professional knowledge system and improve the level of physical education curriculum and the overall level of running schools. Secondly, we media platforms such as WeChat public accounts can be fully used for communication and promotion. In the process of information dissemination, the latest sports teaching trends and videos should be timely released in an appropriate way. At the same time, on this basis, can also develop related video software or electronic teaching plans, etc., to constantly improve their comprehensive quality and level. Finally, it is necessary to innovate teaching methods to improve teaching quality and effect. In class, teachers should adopt flexible, diverse, innovative, innovative and colorful forms to attract students and make full use of network technology to provide students with more knowledge and information content.

#### 4. Conclusion

To sum up, the rapid development of Internet has brought a great convenience and influence to our universities physical education, which has brought a great opportunity for the development of physical education, but also brings new challenges and opportunities for the reform and innovation of physical teaching. However, the We-media era has put forward new requirements for physical education teaching, which requires teachers to constantly explore new methods and means in line with their own actual conditions in the process of carrying out physical education. At the same time, the school should strengthen the study, research and propaganda education and other ways to constantly improve the teachers' application ability of new media technology, the perfect combination of physical education and new media technology, promote the good development of our physical education system.

#### References

- [1] Zhang Y. *Thinking on the reform and innovation of college physical education in the era of We-Media* [J]. *Slam Dunk*, 2020,(011): P.64-65.
- [2] Zhang L. *Discussion on the reform and innovation of college physical education in the era of We-Media* [J]. *Contemporary Sports Technology*, 2021, (2019-19):4-5.
- [3] Xu G. *Research on the reform and innovation of college physical education in the era of We-Media* [J]. *Science Advice*, 2020.
- [4] Yang C, Guo L. *Research on the reform and innovation of college Physical education in the We-media era* [J]. *Sports Articles and Science and Technology*, 2018, (23):2.