

# Research on the Social Value of Swimming

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**ABSTRACT.** *The social value of swimming has the tradition of human society and the particularity of Chinese sports under the new normal. Its traditionality has existed since the beginning of human society, accompanied by the continuous improvement and expansion of human civilization; its particularity is the new normal of China's sports, from the national mechanism of Olympic strategy to people's fitness and development of sports, and the social value of swimming the realization of the company faces new problems and breakthroughs. The purpose of this article is to study the social value of swimming. This article starts from the traditional nature of the social value of swimming, and then studies its particularity under the new normal, and proposes problems and solutions, and conducts a comprehensive integration and research on the social value of swimming from the height of the sports world. How to develop mass swimming and promote the sports industry under the new normal has the significance of theoretical and practical exploration and guidance. The experimental results show that under the new normal of sports, swimming actually has strong social value, which includes political, economic and educational functions. Swimming has the value function of education that can cultivate our ideology, morality, personality, and conduct. In the process of swimming learning, it has a very good educational significance for our understanding and physical aspects.*

**KEYWORDS:** *Nationwide mechanism, social value, new normal, meaning of education*

## 1. Introduction

People are facing the information age, and social competition is becoming increasingly fierce [1]. As students of the 21st century, not only must they have profound knowledge and good moral qualities, but also have a strong physique and a healthy psychology to face the challenges and choices brought by society [2]. Swimming has spontaneously emerged with the origin of human beings. So far, it is not only a popular mass sport, but also a sport with profound social value [3]. Although the social value of swimming was produced in primitive society in the water survival, physical fitness and tribal warfare, and with the progress of human civilization, its original social value still exists, and gradually developed and upgraded to national sports and politics., Culture, economy, diplomacy and

education [4]. However, there is no special research on its social value function at home and abroad. This research has carried out a systematic analysis and positioning of the social value function of swimming, and proposed the main problems and solutions for the current full realization of the social value of swimming. Theoretically elaborate and discuss the contribution and significance of swimming to human and social development [5]. Conform to the development trend of the new normal, effectively determine the value evaluation and value orientation, and serve as the social and humanistic theoretical research in swimming for future investigation reference and use [6].

Swimming is a sport with survival value, and it is currently the second largest sport in the Olympic Games [7]. The social value of swimming has the tradition of human society and the particularity of the new normal of Chinese sports. Its tradition has existed since the beginning of society. Its particularity is that China's sports policy has long focused on the gold medal strategy and the social value of swimming. Part of the function is suppressed, and now it is fully transformed into national fitness and the development of the sports industry. Under this new sports normal, the social value of swimming will be fully expanded [8]. From depression to comprehensive expansion, there are many new issues that need to be studied [9]. However, the research on swimming at home and abroad is mainly limited to swimming technique, training level, and the influence on people's health, psychology and will. There is no research on the overall function of its social value [10]. Under the new normal of sports, the main problems in the comprehensive development and realization of the social value of swimming are the lack of research and planning by relevant departments, the lack of swimming pools (pools), the insufficient influence of mass swimming competitions, and the lack of systematic development of the swimming industry. Mass swimming in the water and so on [11]. It is hoped that through this research, the sports authorities and the whole society will be able to raise awareness, pay more attention to and pay more attention to the social value of swimming, fully develop and realize its huge value potential, and further improve the national fitness and promote sports under the new normal of sports. The development of the industry has made innovative efforts and contributions [12].

This article analyzes and summarizes the main problems in the realization of the social value of swimming and the social value function constituted by the structural characteristics of swimming, and analyzes the mechanism of swimming from the supply and demand of information, the conversion of information and the realization of social value.

## **2. Proposed Method**

### ***2.1 Analysis of the main problems in realizing the social value of swimming***

- (1) Lack of research and planning on the development of public swimming

In recent years, it has only paid attention to competitive swimming, and lacked attention, planning and research on the development of mass swimming. Our country has not conducted research on the guiding ideology, development direction, goals and measures of mass swimming activities. So far, there is no macro-planning of mass swimming activities.

(2) Lack of swimming places on campus

The practical problem faced by swimming in schools is that there are fewer swimming venues in schools. Taking Wuhan to analyze, the swimming pools owned by schools in Wuhan rank in the middle of the country. There are 1,208 schools of various types and 19 swimming pools, accounting for 2.1%. The proportion is low, and it is difficult to implement the policy of letting swimming enter the school. Most schools are located in the city center, unless you build high-rise buildings, build swimming pools on the ground floor, and build classrooms on the upper floors. As the demand for funds is too great, so much money will become a problem.

(3) The influence of mass swimming competitions is insufficient, and the swimming industry has not been systematically developed

At present, the mass swimming competition is organized by the provincial and municipal sports bureaus to register for local mass swimming at their own expense. Due to the lack of sponsors, the competition did not receive positive publicity and the number of participants was too small. Among them, there were few people who signed up for the butterfly event. Relevant research shows that swimming consumption ranks among the top three in all sports. Therefore, in the sports industry, the market potential of swimming pools, swimming equipment, swimming clothing, swimming tourism and other industries is very large, and has not been systematically developed at present.

## ***2.2 The social value function constituted by the structural characteristics of swimming***

(1) The relationship between the rule characteristics of swimming and the overall value of society

The competition rules of swimming have five characteristics: universality, humanity, fairness, standardization and operability, and each of them adapts to the social development under the new normal and has a value influence. Universality is the primary feature of swimming competition rules and the basis for the formulation of its competition rules. Participants are required to strictly abide by the rules of the competition regardless of age, race, belief, birth, etc., and the universal characteristics of the competition rules reflect This rule applies to swimming competitions of all countries and athletes. The universality embodies the "people-oriented" and equal values under the new normal, which is conducive to the formation of social equal values.

(2) The relationship between the characteristics of swimming competitive ability and social individuals

Swimming is a competitive sport. The body functions of people who often participate in short trips are: a high proportion of fast-twitch fibers, the energy supply system is mainly the phosphate system and the glycolysis system, the cardiopulmonary ability is good, the rapid response ability, the conversion speed of nerve process excitement and inhibition. And the ability to control movements reflects the nervous system, which needs to withstand the maximum oxygen debt and the body's ability to resist acid. In short swims, good reaction speed, explosive take-off speed, high speed mid-swimming speed, sensitive turning speed and final sprint are required. The value of short trips for social individuals is reflected in the explosive training of the body, enhancing muscle strength, improving joint control, and shaping the body; sensitive to the individual's nerve requirements, it can effectively exercise reaction, acuity and perception.

### **3. Experiment**

#### ***3.1 Experimental Object***

Taking the social value of swimming under the new normal of sports and how to realize its value as the main research object, comprehensively comb the unique value of swimming, and integrate its historical background to study its value to society in politics, economy, education, etc. Reflect and contribute to the value of social individual's physical and mental health.

#### ***3.2 Experimental method***

##### **(1) Document law**

The document method mainly refers to the method of collecting, analyzing and collating documents, and forming a scientific understanding of facts through the study of documents. It can be used not only to study history, but also to study the status quo. This study collects, analyzes and sorts out the characteristics, rules, management, and scientific research of swimming development in my country at home and abroad through literature and Internet retrieval methods.

##### **(2) Interview method**

Through face-to-face interviews and telephone interviews, research and discuss related issues such as the social value function of swimming under the new normal of sports in the thesis and related experts and professors, and subjective and insightful through the opinions and opinions given by experts and professors. Analyze, summarize and summarize relevant conclusions.

##### **(3) Logic analysis method**

According to the various data collected, classify and statistically analyze the issues related to the new normal of sports, the sports industry, swimming, value, and social value, and conduct a more reasonable logical analysis of the issues involved in the research results, and make relevant Arguments are carried out in sequence and layer by layer.

(4) Questionnaire survey method

In this research, the main purpose of the questionnaire survey is to use the questionnaire to conduct general background investigation and exploratory research on the development of swimming level in China by the questionnaire in the early stage of this research work. The main content and direction of the research provide the main ideas

#### **4. Discussion**

##### ***4.1 The social educational value of swimming***

Under the new normal, society is changing rapidly, and people's thoughts and concepts are undergoing corresponding changes at the same time. Education that focuses on cultivating people's correct concepts has become a top priority. Education is the job of cultivating people in accordance with certain requirements. It affects the physical and mental development of the educated, so that the educated can form a certain ideological quality, acquire certain knowledge and skills, and exercise a healthy body and sound thinking. They understand the truth, and it is also a social activity of purposeful, organized, planned and systematic imparting of knowledge and technical norms. Swimming is a multi-functional social activity that is beneficial to society and social individuals. It conforms to the form and content of education under the new normal, and has good educational value for the entire society and social individuals. From the perspective of participation, you can acquire a skill, and from the perspective of viewing, you can feel a kind of tenacious, vigorous, healthy and positive energy. At the same time, it can adjust people's ideological and moral value judgments and behavioral norms, and exercise health Good personality and useful behavior, cultivate people's sense of responsibility, obligation, honor and patriotism. Through investigation and research, 93% of people think that swimming is of educational value. This is reflected in the following aspects. 46% of people think that they can master swimming-related skills and knowledge, 21% think that they can improve their ideological and moral qualities, and 22% Of people think that body and mind can be exercised, and 11% think that character can be shaped. The specific data is shown in Figure 1.

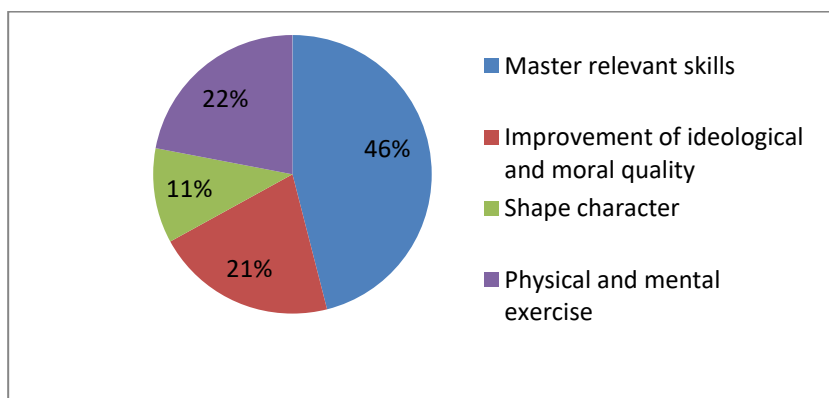


Figure 1. Survey proportions of the educational value of swimming through questionnaire survey

#### 4.2 Socio-economic benefits brought by swimming products

With the popularity of swimming, it has brought a certain chain reaction, and the number of people participating in swimming is increasing. The direct benefit is to drive the sales of swimming related products. The increase in sales of swimming products has increased the profits of businesses, while expanding the scale of production, strengthening the quality and quantity of products, so that consumers have more choices in order to continue to increase product sales. This chain reaction produces a profitable cycle. At the same time, the profit of businesses has also increased the government's tax revenue, which has also promoted the country's economic growth to a certain extent. The economy can be developed, and swimming can be further promoted. Investigate the annual expenditure on swimming equipment by people participating in swimming activities are shown in Table 1, and 31% in the range of 801-1000 yuan is the largest proportion. The amount of expenditure is related to the level of individual income, but there is no necessary connection. Many people think that as long as they like this sport, the amount of expenditure is not particularly concerned, so the direct benefits of swimming supplies are obvious to all. Domestically, more and more swimming enthusiasts have entered the water, which represents the vigorous development of swimming in China and also drives the social and economic benefits of various regions. The popularity of swimming instructors also provides more jobs for national sports enthusiasts and people who are professionally engaged in sports. And this kind of economic value can in turn act on the sport of swimming, providing sufficient economic guarantee for it to be more mature and professional.

Table 1. Consumption level of swimming goods

Spending on swimming equipment	proportion
Within 200 yuan	24%
201-600 yuan	32%
801-1000 yuan	23%
1001 yuan or more	21%

## 5. Conclusions

The development of human civilization has brought many negative effects, and the world is passively suffering from various "alienation". In this context, sports have become the main choice to deal with this situation. Swimming, as an important part of modern sports, has become an activity promoted by the society in recent years. Under the unique charm, the social value of modern swimming sports with humanities, economy, and harmony as the main characteristics has gradually formed and played an important role day by day. The new normal of sports in my country means that my country's sports industry has set the goal of moving from a sports big country to a sports power, and will raise the national fitness to a national strategy, marking the development of national fitness and sports industry. The transformation of sports under the new normal promotes the continuous development of swimming, and the continuous development of swimming also promotes the development of the sports industry under the new normal. The two have a close complementary relationship, influence and promote each other.

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