Problems and countermeasures in the university campus sports culture communication in the background of we-media

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Abstract: The 21st century has witnessed the rapid development of we-media with the diversification of derivative media types, rapid dissemination of media information, and massive and miscellaneous information content. The people are involved in the era of we-media, and anyone is no exception. The rapid development of we-media technology also provides carrier support for the dissemination of culture. Taking college campus sports culture communication as an example, the strength of we-media culture communication should not be underestimated. Based on recognizing the advantages of campus sports culture communication of we-media, we should pay attention to the dissemination of vulgar information and the fermentation of bad public opinion. It is also necessary to take decisive measures to avoid the risk of public opinion and guide the standardized dissemination of campus sports culture of we-media. This paper mainly discussed the problems of university campus sports culture communication in the environment of we-media, with a primary focus on the typical problems in cultural communication and scientific countermeasures, so that the university campus sports culture can be efficient and spread with high quality in a good we-media environment.

Keywords: we-media era; university campus; sports culture communication; problems and countermeasures

1. Introduction

The birth of Weibo in 2009, the advent of WeChat in 2011, and the popularity of micro-video in the later stage indicate the arrival of the era of we-media. We-media is accepted by people with its advantages in information dissemination and promotes information dissemination and cultural development. However, we-media also have the disadvantages of chaotic public opinion orientation, single control means, and many false reports, which need to attract our attention [1]. As a part of campus culture, university sport culture is very attractive to the majority of students. In the era of we-media, we should use the platform for cultural communication while avoiding bad effects, so that the advanced campus sports culture can spread to the wider corner of the campus and take root in the campus societies.

2. Overview of we-media sports culture communication

We-media is a new type of media. With the popularity of smartphones, we-media is gradually moving into people's lives. We-media, also known as WeMedia, "citizen media" or "personal media", refers to the private, civilian, generalized and independent disseminator. It is the general term of the new media that transmits normative and non-normative information to the non-specific majority or specific single people by modern and electronic means. The current we-media platform mainly includes Weibo, Wechat, QQ, Tiktok, YouTube, etc., mainly in the form of text, pictures, video, and live broadcasts. With the rapid development of information and communication technology, the use of we-media is becoming more widespread.

It is feasible to spread campus sports culture through we-media. The we-media has a natural connection with sports. In foreign countries, it has become normal for sports stars to use YouTube. In China, influential sports stars have also begun to use various we-media platforms, and it is more common for the majority of sports fans to release and forward sports information on all kinds of we-media platforms. We-media platform has become an important carrier of sports culture communication and communication. When using the we-media platform to spread sports culture, we

should focus on the positive goal of university sports culture communication. First, meet students 'demands for sports learning; second, provide sports and health knowledge, sports technology, and sports rules; third, give students' learning and guidance in sports appreciation [2]. In the process of sports culture dissemination, students should timely answer questions, effectively meet students' demands for sports learning, and let sports culture take root in students.

It is necessary to spread campus sports culture through we-media, which is mainly determined by the media usage habits of college students. College students are the main force and the main force using the we-media platform. According to the data of Weibo in September 2022, the number of monthly active sports users reached 353 million, among which 29.2% of the users aged 18-22, were mainly college students. Live streaming and tipping with sports as the content has become a common behavior among college students. The average number of people logging in on Wechat is 768 million, and 50% of the users use Wechat for 90 minutes a day. Most of them are college students born between 1995 and 2000 or those who have soon left the university campus. The proportion of users born in 1995 reached 25%, the average amount of information sent was 81 times, and the proportion of original content published was 73%. It can be seen that we-media shows strong user engagement among college students, both in terms of usage duration and usage frequency.

3. The positive effect of we-media on the dissemination of campus sports culture

3.1. It can realize the mass dissemination of sports information

Compared with traditional sports media, we-media not only realizes the all-round and multi-angle reporting and dissemination of sports events, stars, and major events but also truly integrates the communicators themselves into sports events. Individuals are not only the participant of sports communication, but also the producer, publisher, and disseminator of sports news [3]. Moreover, the sports communication of we-media also gives the general public the opportunity and platform to fully express their views, so that the voice of sports information is no longer completely in the hands of official media, mainstream media, or a few sports experts. By participating in the production and circulation process of public sports information, the public can reconstruct the information pattern of sports media space and weaken the information control force of sports authority.

3.2. It can enhance the coverage of cultural communication

Node sharing is a prominent feature of we-media, and in that, each user is a node that can both publish information and accept information from other users. The interaction between users will add new information, which is particularly evident in the dissemination of information about sports events. The traditional broadcast of sports events takes the competition time as the basic dissemination unit and takes the instant information of the event as the main content of the dissemination. Thus, there is no space for the analysis and comment of the event. Also, we-media users can release information of the event at any time related to the event as the core node, and they can comment, recommend and forward as the bridge node. Information content can be all-inclusive, and opinions must be varied. On this basis, the communication and interaction not only makes the event receive more attention to fully reflect the public views, but also is a profound embodiment of the current media convergence. In the areas where authoritative media such as mass sports events and national fitness are less involved, we-media shows the sports life of different people in different places to the world through the nodes to make up for the lack of mainstream sports media.

4. Main problems of campus sports culture communication in the we-media environment

4.1. The quality of communicators needs to be improved

In the era of we-media, the quality of the communicators of sports culture is greatly different and uneven. Mainly due to the low threshold of information publishers, everyone can spread their ideas and information through we-media via their own will. Not everyone has a higher quality, which can affect the spread of the content of the authenticity. In order to improve the click rate, some disseminators of sports culture use attributive but false content to win the attention of the audience. Such too pleasing to the audience will have a bad influence on sports culture. It is not conducive to students' contact with real positive energy sports culture content and spread positive energy culture. In today's we-media era,

the loss of professional ethics of some sports culture communicators. For example, in the dissemination of sports content, the substantive content of sports games is not provided. Instead, the beauty of referees and the words that attract the attention of the audience as titles. The contents of this dissemination do not conform to the connotation of sports spirit, which makes the value of sports competition lose the value it should have. These unhealthy and incorrect sports news make the sports value of sports games not properly reflected, which is not the mainstream direction of the current sports culture communication.

4.2. Communication content is mixed

In the we-media era, everyone was able to express their ideas at will. No matter who has his right to speak, they will receive the attention of others at any time, making the self-arbitrariness of we-media communication. Students also learn about sports culture in their spare time [4]. Different from the communication characteristics of traditional media, the communication of we-media is not as systematic as the content of traditional mass media, and sports information is fragmented. In the past, the right of communication was in the hands of authoritative media. Information will be corrected to ensure that the information is true and reliable before it can be disseminated to the public. However, in the era of we-media, all people have the right to disseminate. Netizens will not verify the authenticity of the information before the dissemination and will spread the information before they know whether it is true. Moreover, personal communication does not need to go through any review, which is easy to cause rumors, cause unnecessary misunderstanding or cause some bad social impact.

4.3. Communication supervision is relatively weak

Fast we-media information transmission has both advantages and disadvantages. When rumors are published on the we-media platform, they will soon spread out, which is easy to cause erroneous information. Some people who do not know the truth are often blinded by this false information and send out rumors. Once rumors are widely spread, the consequences will be unimaginable, and in serious cases, it will cause mass incidents and affect social stability. As far as the current network environment is concerned, the self-monitoring of the media is not perfect enough. In the context of the changing development factors and the continuous innovation of media communication, the scale of campus reform is also very important, and sometimes education even lags behind today's education. At present, the university campuses attach little importance to we-media media communication, which limits the organizational arrangement of human resources and the planning of we-media communication content, and conducts the supervision of we-media communication.

5. Effective countermeasures for university campus culture communication in the we-media environment

5.1. Improve the comprehensive quality of communicators

It is a good behavior to spread sports culture in university campuses. To ensure the high-quality of communication content, it is the main task of universities to improve the sports quality of communicators. People who spread sports culture need to improve their sports literacy and conduct professional education to improve the authenticity and quality of sports culture information and content. Through education, communicators can understand the connotation of sports and we-media, and give full play to the advantages of we-media communication means, and by this, sports culture can be deeply rooted in the university campus. In a university campus, the communicators can be either a teacher or student. Teachers generally have good sports culture literacy, so students need to filter the sports culture, eliminate the bad information, absorb the excellent sports culture and spread it as a disseminator. Students should make use of the advantages of we-media platform to spread healthy and upward sportsmanship, publish rational and objective analysis and comments, learn to distinguish the value and significance of all kinds of sports information, improve the ability to identify false sports information and enhance the spirit of self-discipline and legal awareness.

5.2. Further optimize the communication content

Traditional ideas believe that campus sports culture mainly includes three levels: sports material culture, spiritual culture, and system culture. Today, with the rapid development of Internet technology,

these three aspects have not only become an organic whole, but also made college students truly integrate into the construction of campus sports culture, and become the innovators of campus sports culture. On the premise of strengthening guidance, students are encouraged to use various campus media to carry out various sports activities. In addition to traditional sports competitions and fitness exercises, students can also be guided to discuss various sports issues through forums and we-media platforms such as WeChat and Weibo. It also works by setting up a student sports culture communication team to spread the understanding and innovation of sports culture through text, voice, pictures, live broadcast, and other ways, because it can build a diversified form of campus sports culture and create a harmonious campus sports culture atmosphere. The disseminators of university campus sports culture should also strictly demand themselves, consciously restrain themselves, improve the authenticity, richness, and effectiveness of sports culture content, and make the communication content of university sports culture richer [5]. Improving the communication content of sports culture will be more conducive to the dissemination of university campus sports culture in the era of we-media, and can better improve the quality of sports culture on university campus, and promote the construction and development of campus culture.

5.3. Improve the supervision mechanism of cultural communication

At present, the management and supervision mechanism of university campus sports culture is still relatively lacking for the current rapid development situation. Due to the uneven quality of we-media communication content, a lot of unhealthy sports content entered the university campus. At present, there are a lot of contents that are not in line with the title, which makes the connotation and function of sports culture itself misunderstood. In college, we should improve students' ability to collect sports and cultural information to absorb the good and reject the bad. Schools should do a good job in guiding students, so that students can receive good and rich knowledge of sports culture, and students can change from the audience to the disseminator of sports culture. The school management mechanism should be further improved to purify the we-media communication space of university campuses. At the same time, schools should seek the support of social supervision, and take the initiative to cooperate with the network supervision department. However, the blank of our national network supervision makes subjective speech easy to form out of control. Under the call of a country under the rule of law, freedom is relative. Everyone's freedom is freedom under certain norms. Even in the virtual network world, people should also act within the scope of the prescribed law. The implementation of the real-name system to improve the purity of we-media space is a possible measure. The enhancement of the real-name system makes people use their real identity for network interaction, and the comments will be issued after three thoughts, so as to improve the health and reliability of we-media sports culture content and promote college students to obtain beneficial sports culture. Therefore, in this context, we should give full play to the regulatory role of schools and the regulatory function of the government, and purify the we-media network communication environment.

6. Conclusions

With the widespread application of new technologies represented by mobile Internet, the use and dissemination of we-media in colleges and universities has been very common. The emergence of we-media not only shakes the dominant position of traditional campus media in the dissemination of campus sports culture but also provides a new environment and a new platform for the dissemination of university campus sports culture. However, the following problems such as the adaptation of transmission mode, the lack of supervision, and the possible adverse effects need to be further studied. Based on analyzing the feasibility and necessity of we-media sports culture communication, this work analyzed the promoting effect of we-media on the communication of university campus sports culture and then presented the communication object, communication content, and communication supervision of university campus sports culture communication in the we-media environments with specific measures. It is hoped to play a guiding role in the purification of the we-media environment and to create a good communication network atmosphere, thus making the university campus sports culture spread healthily in today's rapidly developing we-media era.

Acknowledgements

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