

Research on Current Situation and Strategy of Mass Basketball Culture Communication in Internet Era—Take Tiktok Short Videos as an Example

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Abstract: *With the continuous development of the Internet era, the way of mass basketball culture transmission has also changed, and its role in promoting social development cannot be ignored. This paper takes the Douyin short video APP as the entry point, uses the methods of literature, mathematical statistics and logical analysis to analyze the current situation of Douyin short video's dissemination of mass basketball culture, discusses the advantages of Douyin short video for the development of mass basketball culture dissemination as well as the current problems and shortcomings, and aims to provide optimization suggestions for the development of mass basketball culture dissemination.*

Keywords: *Basketball; Trill; Short video; Cultural communication*

1. Preface

With the continuous development of China's economy, culture, science and technology, and emerging media, the popularity of smart phones has gradually increased, meeting people's life needs to acquire sports-related knowledge. Its short time and wonderful content can make people quickly understand sports news and sports culture. At present, basketball, as one of the most popular sports of the public, is widely spread in the form of short videos. This paper will take Douyin APP, which is the champion in the field of short videos, as the main medium to study and analyze the current situation of Douyin short videos spreading basketball culture to the public. It also discusses the advantages, existing problems and shortcomings of Douyin short video for the communication and development of mass basketball culture in the era of mobile Internet, so as to provide reference suggestions.

According to the China Internet Network Development Report (2022), the number of mobile Internet users increased from 771 million to 1.029 billion between 2017 and 2022. Since the outbreak of COVID-19 in 2019, there has also been a dramatic shift in the form of work in various fields. From the traditional single offline form to the combination of online and offline form, mobile phones, as the most important and most convenient mobile Internet equipment, have undoubtedly become people's first choice. The popularity of smart devices is getting higher and higher, and at the same time, it also makes the dissemination of information has a new carrier. In addition, major short video platforms continue to sprout in this context, and gradually develop into official authorized broadcast platforms for some important sports events, and the whole society has entered the era of short video. During the 14th Five-Year Plan Period, the General Secretary profoundly expounded the important position and role of sports in the overall development of the Party and the country's cause, and the General Secretary stressed: "The development of sports is not only an important content of the realization of the Chinese dream, but also provides a strong spiritual force for the great rejuvenation of the Chinese nation." With the support and advocacy of the Chairman for sports, short sports videos keep up with the trend of The Times and promote the wide dissemination and rapid development of mass basketball culture.

2. Analysis on the dissemination of Douyin short videos and popular basketball culture

Douyin short videos make up for some environments and scenes that are lacking in text and pictures, so users are more inclined to use Douyin short videos in social [1]. In 2022, the number of mobile Internet users in China has reached 1.029 billion people, and China's Internet penetration has ranked first in the world. It has the foundation of mass basketball culture dissemination, and has a good condition for the rapid dissemination on the short video of Douyin. At the same time, since the short

video of Douyin was launched in September 2016, its development can be described as rapid progress. All walks of life have paid attention to the promotion and communication value of Tiktok, and have settled in Tiktok. Some basketball self-media professionals have grasped and captured this opportunity in time, not only making great contributions to the dissemination and promotion of public basketball culture, but also earning some benefits for themselves. From the macro point of view is to achieve a win-win effect. Therefore, this study reviews the current situation of overall communication and promotion.

At present, the main communication force on short videos of Douyin is mainly unofficial communication. When the short videos of big basketball self-media communicators are pushed to users of all ages through personalized calculation, the number of propagation shows an explosive growth. Through the search of basketball keywords in Douyin short videos, the total number of plays of related topics reached 296.4 billion times. A single video received a maximum of 4.596 million likes. From the point of view of a single Tiktok number, from the cumulative number of likes and fans, the number of basketball Tiktok accounts with millions of fans has also increased rapidly, and each has its own characteristics, and the cumulative number of likes has exceeded 100 million (see Table 1 for details). It can be shown that the basketball Douyin number has developed and gathered tens of millions of basketball fans, won tens of thousands of recognition, and has gained a certain influence in the Chinese basketball world. In addition, many basketball Tiktok have developed their own peripheral products, and opened the shopping cart function, fans can choose to buy goods according to their own needs, forming a complete industrial chain, mass basketball in the Tiktok short video communication industry has begun to take shape. At present, on the whole, the dissemination of Douyin short videos for public basketball culture shows a thriving and improving state.

Table 1: Information of some basketball self-media Tiktok number

| The nickname of Tiktok | Stats | Total followers (10,000) | Number of likes (tens of thousands) | Video total | Video likes (10,000) | Project and features | Open shopping cart |
|--|------------|--------------------------|-------------------------------------|-------------|----------------------|---|--------------------|
| Military brother is too used to basketball | unofficial | 747.1 | 22000 | 998 | 22 | Basketball skill experience | Have opened |
| Wild ball emperor | unofficial | 670.2 | 9992.8 | 866 | 11.5 | Basketball fun and dry goods teaching | Have opened |
| Helmet Brother | unofficial | 645.2 | 16000 | 1491 | 10.7 | Own experience playing wild with basketball | Have opened |
| Normal mindMYD | unofficial | 580.3 | 12000 | 1214 | 9.8 | Own basketball experience and campus travel | Have opened |
| Master Wang wild ball Emperor | unofficial | 544 | 14000 | 873 | 16 | Basketball training and skills | Have opened |
| Don't blame Master Ma | unofficial | 377.9 | 9068.3 | 569 | 15.9 | The course and the fun of life | Have opened |

2.1 Advantages of Douyin short video dissemination and promotion of mass basketball culture

The short videos and the overseas version of Tik Tok have been downloaded more than 3 billion times worldwide, with more than 600 million daily active users (see Table 2 for details). As one of the most popular media communication methods at present, Tiktok short video was launched in September 2016. Since its launch, Tiktok short video has formed its own unique style. The production of Tiktok videos is simple and the operation is convenient. Video effects can be adjusted by themselves, "funny face", "special effects props", "play special effects" and other related popular special effects have greatly improved the playability and fun of Tiktok. Its "thin face", "skin", "long leg special effects" related beauty functions also enhance the image of the photographer to a certain extent, which is conducive to the spread of its video. The platform's big data can be analyzed based on users' preferences and push personalized short videos to users, whose rich and colorful content and presentation form are favored by the masses. In addition, the functions of Tiktok like comments or forwarding make it a video software with a certain interactive nature, which greatly improves its social and interactive. In the Internet era, users can browse and watch at any time and any place by themselves, with a certain immediacy, anytime and anywhere to take out mobile phones, tablets, etc., to read Tiktok in fragments of time, has formed a new habit of public life. According to the official "2021 Tiktok Sports Content Report" released in 2021. Basketball led the way with 296.4 billion views, followed by fitness with 289.1 billion views. It can be seen that paying attention to exercise and advocating health has become a common concept of contemporary people, and it also shows that contemporary people pay a lot of attention to basketball, which also provides a huge advantage for the dissemination and promotion of public basketball culture (see Table 3 for details).The short video of

Douyin has not only become a social platform for the public to obtain scientific and systematic sports knowledge and health information and find interested partners, but also a tool that can vigorously develop and promote the public basketball culture. As of December 2021, Tiktok sports content videos have accumulated more than 66 billion likes, and more than 56,000 sports creators have more than 10,000 fans. People's main concerns are focused on fitness, self-discipline, exercise, health maintenance, strengthening immunity and so on. According to the relevant likes statistics show that the top 5 most popular sports topics are: # Winning 2021, # basketball, # fitness, # Your persistence will eventually be good, # fishing, the report shows that the number of basketball likes reached 1.2 billion, showing the strong appeal of basketball (see Table 4 for details). Among all age groups, the daily Douyin short video viewing content of people under 40 includes basketball (see Table 5 for details). The difference in the tastes of male and female audiences is also obvious. Male users prefer basketball, football and other physical confrontation type "big ball" and boxing, female users pay attention to gymnastics, shooting and other sports that reflect sensitivity and concentration.

On March 31, 2022, Douyin released the "Douyin Sports Fitness Report". According to the report, basketball, fitness and fishing have become the mainstream sports and fitness projects of the platform, and a single popular sports science popularization video has more than 3.22 million likes; Viewers aged 18 to 23, who are mainly born after 00, are the most active in watching sports and fitness videos. According to the relevant statistics, the top 10 most popular sports fitness videos are: # basketball, # football, # female single indoor fitness, # fishing, # sports fitness knowledge, # table tennis, # boxing, # weight loss meal tutorials, # badminton and # yoga. The report also shows that more than 300 million users have expressed their love by commenting on basketball videos. Among the top 5 favorite sports and fitness items for male users, there are high-intensity items such as basketball, muscle building and wrestling, as well as fishing and billiards that test endurance and operation; Female users prefer indoor fitness, basketball, fishing at the same time, but also like the "small fresh" swing, as well as exercise while overlooking the water landscape boating, but it is worth noting that basketball is ranked in the top five (see Table 6, Table 7 for details). From the two reports, it can be seen that on the Douyin short video platform, basketball itself has received a lot of attention and the audience group brought by it is very large. At the same time, it also shows that the unique advantages of Douyin short video are different from other general media and are not available in other general media, which lays a good foundation for promoting popular basketball culture on Douyin short video. It has also formed its own unique advantages, and the attention it receives will also bring unexpected publicity effects, so it can effectively achieve the purpose of spreading public basketball culture.

Table 2: Daily active users of Douyin short videos

| Time and date | Daily active population |
|---------------|-------------------------|
| 2019.1 | 250 million followers |
| 2019.7 | 320 million followers |
| 2020.1 | 400 million followers |
| 2020.12 | 600 million followers |

Table 3: TOP5 sports videos played on Douyin

| item | Number of plays |
|------------------|-----------------|
| Basketball | 296.4 billion |
| Fitness | 289.1 billion |
| Soccer | 86.4 billion |
| Strike violently | 70.5 billion |
| Billiard | 20.2 billion |

Table 4: TOP10 sports and fitness video categories that received the most likes in 2021

| category | ranking |
|---------------------------------|---------|
| Basketball | 1 |
| Soccer | 2 |
| Single indoor fitness for women | 3 |
| Go fishing | 4 |
| Sports fitness knowledge | 5 |
| Table tennis | 6 |
| Boxing | 7 |
| Weight loss meal tutorial | 8 |
| Badminton | 9 |
| Yoga | 10 |

Table 5: Proportion of Douyin watching basketball in different age groups

| Age stage | proportion |
|-------------------|------------|
| 18-23 years old | 20% |
| 24-30 years old | 30% |
| 31-40 years old | 20% |
| 41-50 years old | 0% |
| Over 50 years old | 0% |

Table 6: The top5 sports and fitness items that Tiktok men like most

| item | Ranking |
|-----------------|---------|
| Basketball | 1 |
| Go fishing | 2 |
| Muscle building | 3 |
| Billiard | 4 |
| Wrestling | 5 |

Table 7: Top5 sports and fitness items that Tiktok women like most

| item | Ranking |
|-----------------|---------|
| Indoor fitness | 1 |
| Play on a swing | 2 |
| Go fishing | 3 |
| Basketball | 4 |
| Go boating | 5 |

2.2 The positive influence of Douyin short video dissemination and promotion of popular basketball culture

2.2.1 Enrich the connotation of basketball culture and enhance basketball cultural accomplishment

Sports is an important part of culture, is to show a country, a nation's cultural heritage, spiritual features of the characteristic business card [2]. Basketball culture refers to the sum of material wealth and spiritual wealth created by people in the course of basketball [3]. Compared with other sports, basketball is more interesting, and the number of participants is large, and the venue restrictions are relatively small, so the audience in our country is also relatively wide. The content of popular basketball culture is mainly represented by "grassroots players", which is disseminated and promoted on Douyin in the form of short videos. At the same time, major folk competitions are held, such as: Li Ning joined One basketball game, Anta to crazy basketball game, Migu Chinese college students 3X3 basketball League, Tiger Road King basketball game and other "Douyin short video" cooperation for publicity and live broadcast, in more than 500 cities in the country to carry out offline games. In addition, the most representative "Village BA" local competition was held in Guizhou province. Because it was not affected by the epidemic, the number of viewers reached more than 20,000, and the number of viewers through the online Tiktok live broadcast exceeded 10,000, and the news channel rebroadcast the event. This has laid a solid foundation for the establishment of a good sports atmosphere, and at the same time, it can further improve the popularity and attention of the public to basketball projects, promote the dissemination of popular basketball culture, and create a popular basketball culture with Chinese characteristics. Various cultural elements, such as street culture, regional culture and popular basketball culture are integrated to improve the level of Chinese popular basketball, enrich the connotation of basketball culture, and enhance the quality of basketball culture.

2.2.2 Increase the interest in physical exercise and increase the population of physical exercise

In 2007, the proportion of people who regularly participate in physical exercise was 28.8%, and by the end of 2020, the per capita area of sports venues in China has reached 2.41 square meters, and the proportion of people who regularly participate in physical exercise has reached 37.2% [4]. In recent years, although the population who often participate in physical exercise is on the rise, it shows that the exercise method is not scientific enough, the public's interest in exercise needs to be improved, and the lack of sports-related knowledge, which are the main factors restricting the number of physical exercise population.

Basketball, as a sport with the largest number of plays and the highest number of likes in Douyin short video, can be basically participated by people of all ages under 50. It is easy to get started and has low requirements for field conditions. It can also effectively prevent cardiovascular diseases, enhance heart function and improve physical fitness. Interest as the best teacher to start a sport, remember to choose their own sports projects according to their physical conditions and needs, in order to better play their advantages, to achieve good exercise results, only to master the scientific exercise method, in order to really improve the interest in exercise, from exercise to get physical and mental health. With

the continuous dissemination and promotion of popular basketball culture on the short video platform of Douyin, the effect of grassroots stars and the short videos they shoot enable people to intuitively and simply understand and watch this sport, stimulate people's interest in physical exercise, move towards the direction of sports life and sports life, and enhance the public's awareness of exercising consciously. Thus promoting the increase in the proportion of people who exercise.

2.2.3 Promote the implementation of the strategy of a healthy China and a strong sports country

The report of the 20th National Congress of the CPC puts sports work in the chapter of socialist culture, which is conducive to promoting the creative transformation and innovative development of Chinese excellent sports culture. It not only plays an important role in the prosperity and development of world sports culture, but also plays a unique value and role in the development of China's own sports and sports culture. Sports is related to the future of the nation, the prosperity of sports is the prosperity of the country, and the strength of sports is the strength of the country. In the report to the 20th National Congress of the Party, the General Secretary reiterated the goal of accelerating the construction of sports power, indicating that the construction of sports power requires the development of mass sports and competitive sports. Today, China's sports is in an important historical period from a sports country to a sports power, facing a great opportunity for economic development, social progress, and the prosperity and development of cultural undertakings[5], but also a key period for promoting the implementation of the Healthy China 2030 strategy, the "Sports Power Construction Outline" proposed that we should "adhere to the people-oriented, continue to improve the quality and efficiency of sports development." We will vigorously promote the deep integration of national fitness and national health, better leverage the important role of combining the national system with the market mechanism, and constantly meet the people's needs for a better life. "The vigorous development of sports promotes the prosperity of socialist cultural undertakings, sports promote the prosperity and strength of the country, and ultimately lead to the most profound and lasting cultural force. Through the dissemination and promotion of popular basketball culture, its huge flow and diversified communication channels, Douyin short videos enrich and improve the social sports culture and the national sports awareness to a certain extent, increase the number of national fitness, improve the proportion of national health, adhere to the people-oriented, and constantly meet the people's growing needs for a better life. Fundamentally speaking, it is also a consolidation of the basketball project and the basketball talent base, providing a diversified channel for the selection of basketball reserve talents, and promoting the basketball project to a new ladder. In the long run, it also lays a good foundation for the future development of Chinese sports, and cultivates and enhances the comprehensive influence of Chinese sports. It is of great significance to promote the implementation of the strategy of healthy China 2030 and comprehensively build a sports power.

2.3 Typical case analysis of Douyin short video dissemination and promotion of mass basketball culture

2.3.1 Typical team "Wild Ball Emperor"

"Wild ball Emperor" settled in Tiktok for more than 5 years, its team shot nearly 5,000 videos, a total of more than 500 million likes, the whole network has 50 million fans, while the fire directly built the "wild ball Emperor" tag into the top basketball IP in the country. It was originally on the public number to often share training experience and sentiment, from a feeling that the brothers who used to play together rarely get together, which triggered the resonance of most basketball lovers. Different from NBA professional stars, but also different from the traditional blood indignation, full of rich lake atmosphere and street style, "wild ball emperor" has laid a unique basketball tone and basketball culture from beginning to end, that is, grounded. The members of the Wild ball Emperor also come from the north of Tiannanhai, and each character in the whole team has its own distinctive characteristics: Master Ma who loves Lai Ball, Master Wang who is low-key and modest, Master Lai Yiye and Guo Yuyan of the celestial lovers, and Li Guanyang, a disciple of Kobe Bryant, etc.; Its video style is often from the first perspective, from basic basketball teaching to integration into the daily life of the city, the distance between fans and masters is no longer limited to the screen, but truly integrated into the basketball atmosphere brought by "wild ball Emperor", "Wild ball Emperor" team members have said that they have never thought of playing professional, but also know that they can't play professional. But playing basketball itself is enough to make people happy, which is the pure embodiment of popular basketball culture.

In addition, the content presented by "wild ball Emperor" is shot from a professional perspective, with a wide range of themes and rich content, entertainment is the main thing, combined with life. Emphasis on video content, teamwork, clear division of labor. It presents viewers with a unique mass basketball cultural experience, such as the connection between basketball and youth, basketball and life, so as to arouse the resonance of viewers. Among them, fan festival activities are held regularly, and

active interaction with fans through comment reply function on the Douyin app plays an important role in accumulating fans. Comments from different positions on other short videos can also be interpreted and exchanged. This has set up a model role for the dissemination and promotion of mass basketball culture, and the flow and positive energy it brings also promote the dissemination of mass basketball culture.

2.3.2 Typical individual "Military brother's basketball habit is too much"

"Military brother basketball habit too head" Original name: Huang Yujun, Quanzhou, Fujian. Huang Yujun, one of the first basketball players to become famous with short videos and one of the hottest Internet celebrities in China, is a rare and perfect icon in street ball circles. He is also currently the unofficial basketball blogger with the most fans on the Douyin short video platform. It has 7.471 million fans on the short video platform of Tiktok and has been praised 220 million times. Although it is only 1.72 meters tall, it still achieved the good result of "Passerby King" eight times by relying on its own hard training skills.

At first, Huang Yujun only released some difficult luck scoring videos such as super far back shots on the short video of Douyin, and with the holding of the "Passerby King" competition, its excellent dribbling rhythm and extremely stable shooting, every small play in the game has become a teaching bureau, and even a small play textbook. And Huang Yujun also by their own strength to obtain Adidas signed grassroots players, and has the experience of playing with Lillard, Rose, even the famous sports game company 2K has also built a game player model for him. In the video content presented, he always wears a friendly smile, the questions of fans are always asked and answered, and he always actively meets the requirements of fans when they exchange ideas.

Huang Yujun's physical strength has set an example for all people who love basketball, and has also led many people who love basketball with his positive energy. At the same time, we also actively spread and promote the public basketball culture, "grassroots players are also players, grassroots players can also play hard in the basketball court."

3. Current situation of Douyin short video dissemination and promotion of popular basketball culture

3.1 The network environment is complex and the public is easily misled

With the increasing popularity of Douyin short videos, there are more and more comments on the videos of some Internet celebrities under different short videos, which are mainly reflected in the overall large number, mixed comments and complex network environment. First, there are some people with bad intentions to slander others to bring their own heat or to meet their own bad psychological needs; Second, it is simply to confuse the public and cause other people's dissatisfaction with others to achieve their own relevant purposes. In this process, some unknown public groups, their cognition is easily misled, the ability to distinguish between right and wrong in the complex network environment shows the overall weak characteristics. It is easy to be exploited by some bad intentions.

3.2 The content of communication varies

As entertainment is the main communication feature of short videos on Douyin, short videos about basketball culture are released and promoted on Douyin, and people's ability to distinguish and react to their content varies from person to person, which is likely to lead to misunderstandings in understanding. As an important form of disseminating and promoting basketball culture, Douyin basketball video creators have different understandings of basketball culture, and the video features presented vary from person to person. Therefore, the arbitrariness shown in the creation and release of basketball short videos also makes it difficult for basketball fans to extract standardized content from a large number of videos about basketball culture, resulting in the low value of the dissemination and promotion of some basketball short videos, thus hindering the dissemination and promotion of mass basketball culture.

3.3 The chaos of "net celebrity players" in the basketball world occurs frequently

With the continuous development of basketball culture under the dissemination and promotion of Tiktok, it has also brought a lot of traffic to the "net red players" in the basketball field, and also benefited them a lot. Basketball is used to attract traffic and earn heat in an attempt to spread some bad values. In order to attract the public's attention and gain their own interests, some people make videos of relevant traffic events, which continuously ferments and escalates the heat of the events, causing the

public to have some wrong cognition of the public basketball culture, and even have some resistance to it. In addition, the "Dayan Basketball Court incident" recently happened in Chengdu. In the name of a basketball association volunteer, he occupied a public field as his own brand field, and used unfair rules to make a series of disrespectful behaviors to an Internet celebrity player. This caused an uproar on the Douyin APP, and the public expressed their disappointment in the popular basketball culture in Chengdu. The harmful effect on the public basketball culture is difficult to compensate, and it is also immeasurable.

4. Strategies for the dissemination and promotion of public basketball culture by Douyin short videos

4.1 Standardize the network environment

Online regulatory entities such as Tiktok official regulatory bodies and Internet police need to be more professional, standardized and scientific in their supervision of user groups. Its account and real-name authentication are linked to each other, and one person and one person are strictly controlled. In addition, in the event of violations, the account shall be sealed and controlled in a timely manner, and mutual contact shall be established with personal credit information, and personal credit information shall be deducted according to the seriousness of their behavior, and these behaviors shall be forcibly restricted by law. The Internet is not a lawless place for bad public opinion, and relevant Internet norms should be strictly enforced. In this way, the dissemination and promotion of popular basketball culture can be better promoted, and its influence can be improved. At the same time, the popular basketball culture can grow and progress along with the overall environment, and gradually develop into the popular basketball culture with Chinese characteristics.

4.2 Remove obstacles

The establishment of a correct public awareness of basketball culture communication and promotion, the gradual development and maturity of the mobile Internet has innovated the inherent traditional way of communication and promotion, faster communication speed, more efficient communication efficiency, and a wider range of influence. In addition, the endless short videos of basketball culture with almost the same content quality also make the content of basketball culture less innovative, easy to make the public produce aesthetic fatigue, resulting in the distortion of the essence of public basketball culture. In view of this, in order to better realize the dissemination and promotion of mass basketball culture, it is necessary to establish correct public basketball culture cognition, eliminate the relevant factors that hinder the dissemination and promotion of mass basketball culture, make full use of the convenience brought by Tiktok, expand the channels for the dissemination and promotion of mass basketball culture, form the trend of diversification of communication channels, and establish correct communication and promotion cognition.

4.3 Establish correct value orientation

Regarding the guidance of public opinion and adverse influence of mass basketball culture communication and promotion videos on short video apps, it is necessary for the masses, the authorities and the government to adopt a three-pronged approach. Public opinion supervision is a "double-edged sword". On the one hand, it can promote the justice of public opinion to a certain extent, but on the other hand, it may hinder its justice. Therefore, the government and the authorities should correctly guide the public opinion and orientation of the masses, establish a correct value orientation, and avoid the masses from being affected and persecuted by bad values. The official should also employ a professional background supervision team to take severe punishment measures against disseminators with negative public opinions and bad values orientation, and timely seal and curb the spread of relevant bad values.

5. Conclusion

In the era of mobile Internet, it is not only a new opportunity but also a new challenge for the popularization of mass basketball culture. As a product in the era of mobile Internet, Douyin short videos, which are simultaneously output with text, video, image and sound, also have social attributes to a certain extent. Its emergence has accelerated the dissemination and promotion of popular basketball culture.

Xin Lancheng, vice president of the Chinese Basketball Association, said, "Due to the influence of

basketball in China, it should be a sport that guides the public to participate in fitness and conforms to the construction of socialist spiritual civilization." Sports is a kind of cultural phenomenon, the development of mass basketball can promote the harmony and progress of society. By promoting popular basketball culture, people will praise the good things and resist the bad things, which can improve and purify our social environment."

Guided by the goal of sports power and healthy China, we will continue to promote the popularization and development of mass basketball culture in the spirit of reform and innovation, and consolidate and expand the achievements of basketball mass culture, which will surely create a better future for Chinese basketball and even Chinese sports.

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