

The Influence and Effect of Short Video on Mass Sports Communication

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DOI: 10.32629/jher.v5i6.3414

Abstract: The rapid rise of short video platforms is redefining the way and connotation of mass sports communication. This study analyzes the positive effect of short video on sports communication and discusses the potential of building sports community from four aspects of sports promotion, popularization of fitness culture, promotion of unpopular sports projects and promoting national fitness. Then, the strategies of promoting content specialization, optimizing algorithm recommendation mechanism, strengthening content supervision and online and offline linkage are put forward. The research found that short video is not only an important tool for sports culture communication, but also shows a unique value in the development of national fitness and sports industry, and is expected to further shape the future of sports communication under the promotion of technological progress.

Keywords: short video; mass sports communication; influence and function

1. Introduction

The rise of the short video platform has profoundly affected the public way of life, and sports communication is one of the significant areas, TikTok, quickly platform through rich content form and convenient way of transmission, let sports from professional field gradually into ordinary daily field of vision, has become a widely accepted cultural symbol. As the national fitness concept penetration, the public demand for sports content is no longer just stay in the event, more extends to daily fitness and sports skills learning, short video through its immediacy and interactive, satisfy people's desire for diversified sports content, also let unpopular sports to break through the limitation of traditional communication, attracted more attention. However, behind this phenomenon also brings questions that need to be reflected on. How does short video change the ecology of mass sports communication? Is it working far enough to promote the realization of the national fitness goal? With these problems in mind, this study analyzes the influence and role of short video in mass sports communication from multiple dimensions such as popularity, participation and communication mode, and puts forward strategies to optimize the communication effect, hoping to provide reference for the development of national fitness and sports industry.

2. The positive influence and specific role of short video in mass sports communication

2.1 Event promotion and brand communication

The short video has attracted the attention of a large number of audiences through the precise editing of the highlights of the event, the behind-the-scenes story presentation and the narration of the personal experience of the players, which expands the influence of the event in the form of fragmented but vivid content, and also extends the communication cycle of the event [1]. Brands also use the platform of short video, and use precise algorithms to place advertisements, establishing more direct connections with users. For example, sports brands integrate products into the competition scene or player training, making advertising natural and attractive.

2.2 The popularization of fitness culture

Fitness professionals and bloggers share professional teaching content and training plans through short videos, providing convenience for users with different needs. Middle-aged and elderly people can find lightweight exercises that suit them, while teenagers can learn challenging fitness skills. The customized dissemination of content makes fitness no longer exclusive to a few people, but a healthy lifestyle covering all ages.

2.3 Promotion of less popular sports

Some niche sports, which are difficult to cover by traditional media, have found new audiences with the help of short videos. Creative editing and special effects processing make unpopular events such as frisbee and extreme skiing more attractive, especially young users show great enthusiasm for these content. The new form of promotion expands the communication channels of the project, and also brings more opportunities for the development of minority sports.

2.4 Build a sports community and spread the spirit of sportsmanship

Short video platforms have spawned a variety of sports interest communities, such as discussion circles for basketball fans or communication groups for running challengers, which strengthen the interaction between users and become an important position for the dissemination of sportsmanship [2]. Through the short video content, the core values such as unity, struggle and fair competition can be widely recognized and recognized, providing far-reaching significance for the dissemination of sports culture.

3. Optimization strategy for medium and short videos in mass sports communication

3.1 Promote content specialization

The specialization of short video content is an important direction to enhance its communication value. To this end, the platform needs to actively encourage professional institutions and sports stars to participate in content creation to ensure the scientific and authoritative quality of content. Professional institutions can popularize fitness knowledge, share scientific sports methods or analyze the highlights of events through short videos, provide users with authoritative information sources, help users avoid common misunderstandings in sports, and also let the public more comprehensively understand the connotation of sports [3]. Sports star through a short video directly connected with the audience, their professional experience and charm into appeal, promote more people actively participate in sports activities, therefore, the platform should design special support plan, such as provide flow support or technical training, attract more professionals to join the ecological content.

3.2 Improve the diversity of algorithm recommendations

Most of the existing algorithm recommendation mechanisms are limited to strengthening the existing interest of users, and the single content presentation method can easily lead users to miss the opportunity to contact unpopular sports or professional content. Optimizing the diversity of recommendation algorithms can help users broaden their horizons and find more sports content that may be interested in [4]. For example, the platform can increase the weight of the unpopular sports content in the recommendation logic, and give appropriate priority to push the high-quality professional content. Through this adjustment, users can have access to a wider range of content and improve their overall cognitive level of sports. This strategy is conducive to promoting the promotion of unpopular projects, and can also make up for the problem of content "information cocoon" brought by algorithm recommendation, so that users can choose more choices.

3.3 Strengthen content audit and supervision

The openness of short video content makes it difficult to fully guarantee the quality of information, especially in the field of fitness, where wrong exercise guidance or false fitness information may have adverse effects on users' health. For this end, the platform needs to establish a sound audit and supervision mechanism to ensure the authenticity and security of the communication content. For example, introduce a professional audit team to evaluate the fitness teaching content; or cooperate with authorities to establish the audit standard for fitness content [5]; Meanwhile, the platform should implement strict punitive measures for spreading misleading information or false content, including restricting the account authority or directly banning the illegal content. By strengthening content audit and supervision, the health of the platform content ecology should be maintained and users' trust in the platform will be enhanced.

3.4 Online and offline linkage communication

Short videos also have great potential in promoting participation in offline sports activities. Through online event publicity, fitness forecast, can effectively attract users from online to offline, for example, platform and offline gym, sports organizers, launch clock, preferential participation mechanism, let the user in watching a short video at the same time feel the actual fun of to participate in sports activities. Online and offline linkage can provide users with a more real sports experience, and shorten the distance between users and sports. The platform can also record users' offline participation behaviors and feedback relevant content to online communities, so as to further stimulate users' interest and form a communication mode of online and offline circular interaction.

4. Summary language

Short video has become the mass sports communication can not be ignored, it in the form of more close to the user, closer to the distance between people and sports, in promoting sports knowledge popularization, promote the national fitness participation and rich communication form shows the advantages of traditional media, at the same time, the niche sports with the carrier has never had attention, for the diversity of sports culture has injected new vitality. In the future, short

videos need to move in a more professional and diverse direction to cope with problems such as excessive content content and uneven quality. Platforms should optimize the recommendation mechanism, encourage quality content creation, and establish a better support system at the technical and regulatory levels. At the same time, the linkage between online and offline will become an important strategy to promote the participation of sports for all the people, providing users with a more real and comprehensive sports experience. With the development of technology, short video may further integration of artificial intelligence and virtual reality innovation, bring new possibilities for sports communication, the dynamic change is the expansion of the existing mode of transmission, more is expected to become the national fitness and sports industry upgrade booster, promote sports towards a broader future.

Acknowledgments

Project Name: Guangxi young and middle-aged teachers' basic ability upgrading project — Research on the "fast" communication and "deep" promotion of mass sports from the perspective of short video (2024KY1102).

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