

Inheritance and Development of National Traditional Sports Culture in the Context of Big Data -- Take TikTok as an example

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ABSTRACT

With the continuous progress of human society, information technology is also becoming more and more mature, and mobile Internet communication technology has been more popular. Big data is also born, and it is ubiquitous rooted in every aspect of human activities. It has changed people's original living habits and consumption concepts. Also it can accurately provide accurate big data to support your life services, making it easier and faster for people to study, travel, and shop. For example, TikTok, which can accurately push your favorite video types and push your favorite shopping live through big data, making your life rich and colorful. Many excellent traditional national sports culture can be pushed to different people in the TikTok with the analysis of big data, which promotes the spread and development of traditional national sports culture, thus providing path options for the scientific development of traditional national sports culture in the new era. Of course, there are some confusions in the process of rapid dissemination, such as the increasing commercialization of traditional ethnic sports, which often neglects the dissemination of its own cultural values, the increased entertainment of traditional ethnic sports, and the neglect of its traditional sports essence.

Keywords: Big Date, Ethnic Traditional Sports Culture, Inheritance and Development, TikTok.

1. INTRODUCTION

With the continuous progress of human society, various high-tech techniques have emerged, bringing unprecedented convenience to human life. The change of information technology enables people to obtain knowledge and spread cultural influence through Internet application platforms at the first time. In the background of big data, various short video platforms have emerged and ushered in rapid development opportunities, and TikTok is a representative of the more successful development of these emerging platforms. Its appearance has greatly changed people's original life habits, making the acquisition and dissemination of knowledge easier and faster. The inheritance and development of traditional national sports culture also has a new choice in the path of inheritance and development because of the progress of

the times, and the TikTok is an important position for the effective inheritance and development of splendid culture in the new era.

2. THE DEVELOPMENT OF ETHNIC TRADITIONAL SPORTS ON TIKTOK IN THE CONTEXT OF BIG DATA

TikTok is not unfamiliar to most people in China, it can be downloaded on all major application platforms, and its download ranking in the video category is among the top, indicating its popularity in the population. iiMedia Research has released a "2020-2021 China short video head market competition report" which states that China's short video users will reach 809 million in 2021, with TikTok and KUAISHOU becoming super application platforms.

Table 1. traditional ethnic sports related keywords search situation on TikTok

keywords of traditional ethnic sports	times of play (billion times)
Martial Arts	176.2
Tai Chi	13.9
Shotokan	2.7
Eight Movements	0.0748
Traditional ethnic sports	0.0071

The total number of plays of related topics retrieved by keyword inputting martial arts into the TikTok app exceeded 17.62 billion, and the search of words related to traditional martial arts found more than 3.34 billion plays. The search of words related to martial arts sparring found more than 270 million plays. The search of keywords for Taiji found 1.39 billion plays. The search of videos for ethnic traditional sports had 710,000 plays, and the search for the Eight Movements found 7,482,000 video plays^[1]. It can be seen from the data that the videos of ethnic traditional sports culture have a large number of plays on TikTok, among which the topics of martial arts are the most popular, followed by Taiji, sparring, and fitness and health. These data show that traditional national sports culture has been well spread on the TikTok.

3. THE ADVANTAGES OF TIKTOK FOR THE INHERITANCE AND DEVELOPMENT OF NATIONAL TRADITIONAL SPORTS CULTURE IN THE CONTEXT OF BIG DATA

3.1 TikTok in the context of big data have a fast dissemination speed and are more easily integrated into people's daily life

Cell phones and other mobile terminals have become part of people's lives, and getting information through cell phones in their leisure time has become the main medium. The length of short videos is usually controlled within 5 minutes, and this highly refined video mode makes fast shooting and uploading a mainstream form; secondly, short videos usually take mobile clients as the main carrier, especially cell phone mobile terminals are the most common, and the era of mobile Internet makes it possible for people to shoot and share, and different people can watch the content of the video at the first time, and start learning and discussion.

3.2 The diversity of TikTok's content can meet the selectivity of different people for video content

TikTok has a large number of active users, and a large amount of video content is uploaded and shared on the video platform every day. The content of these videos is rich and diverse, which can satisfy the selectivity of different groups of people on the video content. The diversity of short video content can meet the selectivity of different people for ethnic traditional sports. The video platform uses big data for effective video content classification and efficient and accurate algorithms to push the most interesting video content to customers, so that you can enjoy and learn the content of ethnic traditional sports culture that you are interested in at the first time. Therefore, you can enjoy Taiji, Wing Chun, Nanquan and other martial arts content of different genres on TikTok. The diversity of TikTok's content enables people to have more choices, and also enhances people's awareness of traditional sports culture of different ethnic groups.

3.3 The communicative nature of TikTok can promote better communication

TikTok has strong communicative attributes, which can satisfy people with common interests and hobbies for in-depth learning and communication. The filmed content of TikTok can be presented in a variety of ways, for example, short videos of traditional martial arts can be combined with ancient and modern forms to show the spirit of the filmmaker and the charm of traditional martial arts, and when other viewers agree and resonate with the work, they can leave comments below the work, or add them as friends to communicate with the video creator, increasing social attributes and making communication and discussion between people more timely and effective. Even some groups of people will meet in reality, and they can learn and communicate more deeply about a certain content of interest. They may thus become confidants.

4. THE SIGNIFICANCE OF TIKTOK FOR THE INHERITANCE AND DEVELOPMENT OF NATIONAL TRADITIONAL SPORTS IN THE CONTEXT OF BIG DATA

4.1 Facilitate the preservation of digital traditional ethnic sports culture materials

With the continuous advancement of human civilization, the preservation of excellent national traditional sports cultural resources has been valued by people all over the world. However, many national traditional sports cultural resources also disappear in this process, which is inseparable from the natural selection of the historical society, and those national traditional sports cultural resources with low participation has disappeared in the long history. However, the disappearance or discontinuation of some traditional national sports cultural resources is also inseparably related to their own inheritance characteristics^[2]. For example, the closed inheritance of some martial arts cultural resources makes very valuable martial arts resources disappear or cannot be widely and effectively spread due to the limitation of their own inheritance characteristics. With the deepening of reform and opening up, people's ideology has been improved, and many excellent traditional sports cultural resources have broken the original inheritance restrictions and started to be inherited and developed in a scientific and standardized way. TikTok in the background of big data can video shoot and save national traditional sports cultural resources anytime and anywhere, which is equivalent to establishing a huge digital storage warehouse and more conducive to the protection of China's national traditional sports cultural resources.

4.2 Facilitate the rapid dissemination of traditional national sports culture through information technology

The inheritance and development of national traditional sports culture is influenced by the times, and many traditional national sports cultural resources have disappeared in the long river of history, which is inseparable from the characteristics of the spread of national traditional sports culture. For example, some traditional martial arts are only passed on within the family. If there is no suitable inheritor, these excellent traditional martial arts may be in danger of being lost. With the progress of society and people's attention to the inheritance and protection of traditional national sports culture, many mysterious traditional sports cultures have been discovered and started to spread to the public, thus promoting the diversified development of traditional national sports culture. The dissemination

of national traditional culture is generally through books, video recordings, film and television works, etc., and its dissemination is easily restricted by various conditions, and the options are relatively limited. TikTok can realize instant transmission and share excellent national traditional sports culture-related videos at any time, and all users of TikTok can quickly carry out learning and discussion of the video content through the platform. The speed and breadth of dissemination have considerable advantages over traditional media.

4.3 Facilitate the economic benefits of traditional ethnic sports

Now is the era of rapid development of the Internet economy and the era of traffic. The Douyin short video platform provides a platform for many people to create economic value. The development of national traditional sports culture is inseparable from the support of a large amount of funds, and the inheritance and protection of some national traditional sports culture also requires certain financial guarantees. Of course, when inheriting and developing national traditional sports culture, we can tap its economic value, so that it can better serve the inheritance and development of national traditional sports culture. Different groups of people can participate in the sharing by filming excellent short videos of traditional ethnic sports, and the amount of video playback will also bring certain income, capture a large number of interested fans through short videos, and the fans will have huge network traffic when they reach a certain number^[3]. Therefore, the commercial attributes of TikTok can create more economic value for the inheritance and development of national traditional sports culture, which can also better encourage creators to shoot more excellent national traditional sports culture videos, thus promoting the better development of national traditional sports forward^[4].

5. THE MAIN PROBLEMS IN THE PROCESS OF SPREADING ETHNIC TRADITIONAL SPORTS ON TIKTOK IN THE CONTEXT OF BIG DATA

5.1 Over-commercialization

The TikTok has played a certain role in promoting the inheritance and development of traditional national sports, especially the stars in TikTok, who have successfully attracted the attention of many people with their excellent content topics and advanced editing and creation techniques. These so-called "kung fu stars" have satisfied people's unlimited imagination of the martial arts world, and many fans worship them as idols, and many commercial resources have sought out these so-called "kung fu stars" to do live-streaming and other commercial activities with the support of fans.

Commercial activities. Most of these commercial activities are aimed at pursuing commercial value, so it is easy to put a commercial label on the dissemination of traditional national sports, which is against the requirements of sports ethics and damages the spiritual connotation of traditional national sports culture.

5.2 Dissemination of false content

The short video platform has given everyone a platform to show themselves, but at the same time there are some people who play "kung fu masters" to enrich themselves and engage in commercial activities, these fake masters will bring serious negative impact on the spread of martial arts once their lies are exposed. For example, before Taiji Lei Lei and Taiji Ma Baoguo were uncovered, they participated in commercial activities, took on students, and collected a lot of ill-gotten money. At the same time, it gave people the impression that "Chinese Kung Fu" cannot be fought and is hypocritical.

6. CONCLUSIONS

TikTok can quickly spread the traditional national sports culture, and can meet the selectivity of different groups of video content. Its social attributes are more conducive to people's in-depth learning and communication. However, due to the diversity of video content, there will also have some false content about traditional national sports. Most of them are to confuse consumers and obtain illegal economic benefits. TikTok is a product of the big data era, and we should keep pace with the progress of the times and take advantage of the efficiency and convenience of the big data era to contribute to the inheritance and development of traditional ethnic sports culture [5]. We should make good use of the big data short video platform to cultivate more excellent and representative national traditional sports stars, and then play the leading role of these "stars" to serve the inheritance and development of national traditional sports culture. At the same time, we must also avoid the excessive commercialization of national traditional sports in the process of dissemination, so that the excellent traditional sports culture can be passed on healthily in the sunshine.

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