



# The Present Situation and Development Trend of China's Sports Industry Policy Research in Recent Years Based on Content Analysis of CSSCI Source Journal of Sports Science

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**Abstract.** By using the content analysis method and selecting the CSSCI source journals of sports science from 2010 to 2016, the relevant literature on sports industry policy is counted and analyzed by computer. The data results show that sports CSSCI-source journals pay more attention to sports industry policy research in China, academic cooperation networks and research teams are established and increasingly solid the level of funding of research funds has gradually increased, forming representative works in the field of sports industry policy research. The research on sports goods manufacturing industry and sports service industry policies, investment and financing and technology policies of sports industry, as well as the research on the effects and execution of sports industry policies are increasingly known as research hotspots. And new trends such as the transformation of the theme of future sports industry policy research from macro level to micro level, the conversion of research content from static to dynamic research, and the paradigm shift of research methods from qualitative research to quantitative research, have contributed to sports industry future research to provide new references.

**Keywords:** Sports Industry · Industry Policy · China · Content Analysis

## 1 Introduction

In recent years, sports industry has gradually become a field of concern in China. From 2011 to 2014, the average annual growth rate of added value of sports industry was 12.74% [1]. In 2015, the total output of sports and related industries increased by 26.02% over 2014, the industrial added value increased by 35.97% over 2014, and the proportion of industrial added value in GDP increased from 0.64% in 2014 to 0.8% [2]. According to statistics, the target value of the scale of sports industry in 31 provinces (autonomous regions and cities) in China in 2025 is more than 7 trillion yuan [3]. Therefore, this study takes 2010–2016 as the time node, selects the sports industry policy research of sports CSSCI source journals as the basis, uses the content analysis method, analyzes and forecasts the current situation and development trend of sports industry policy research in China, so as to provide reference and reference for sports industry policy research.

## 2 Research Object and Method

### 2.1 Research Object

Firstly, in view of the important development period of China's sports industry from 2010 to 2016, and following the principle that CSSCI journals are generally selected for two years, and based on the high frequency of CSSCI journals selected in sports from 2010 to 2016, this study determines sports science, China Sports Science and technology, the Journal of Beijing University of physical education, the Journal of Shanghai Institute of physical education, the Journal of Tianjin Institute of physical education Literature was selected from 10 journals, including journal of Wuhan Institute of physical education, Journal of physical education, Journal of sports and science, Journal of Xi'an Institute of physical education and Journal of Shenyang Institute of physical education. Secondly, taking "sports industry policy" as the keyword, this study screened again in the selected CSSCI source journals of sports, and finally determined 25 articles on sports industry policy as the research object (see Fig. 1).

### 2.2 Research Methods and Steps

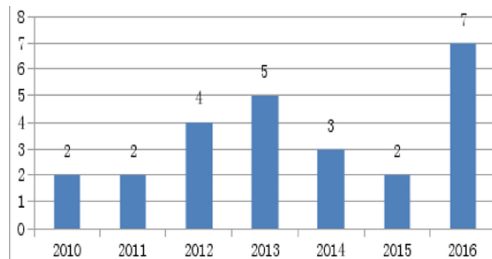
#### 2.2.1 Research Method

Content analysis is a scientific research method that objectively, systematically and quantitatively describes the explicit content [4]. By analyzing the information contained in the literature and its changes, it can infer the content according to the data, and analyze the relevant information of various documents in a certain time. Therefore, the use of content analysis method summarizes the current situation of sports industry policy research and predict the development trend of future research have good results.

#### 2.2.2 Research Steps

By using the content analysis method, the main research steps to be taken in this study are as follows:

First, determine the objectives of this study. By using the content analysis method, it find the commonness and individuality of the research, summarize the research law and predict the future research trend.



**Fig. 1.** Trend in the number of sports industry policy research papers from CSSCI journals of sports science from 2010 to 2016

Second, determine the overall purpose of this study. This study selects and eliminates the literature at this time node, and finally determines the 25 relevant literatures of sports industry policy research in CSSCI source journals of sports from 2010 to 2016.

Third, select the analysis unit. The relevant literature of sports industry policy research is the analysis unit of this study. Through the analysis of the theme, content and basic structure of the literature, it summarizes the current situation and future development trend of sports industry policy research.

Fourth, data statistics and analysis. Through the comparison of research literature, it counts, arranges and processes the research results.

### 3 Research Results and Analysis

#### 3.1 Research Subject of Sports Industry Policy in China

##### 3.1.1 Distribution of Research Literature

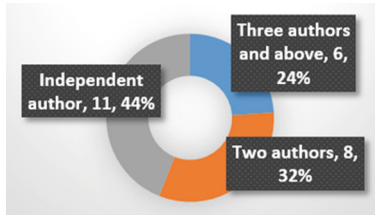
From 2010 to 2016, CSSCI source journals at the forefront of sports research competed to publish research on sports industry policies. Among them, as the highest level sports academic journal, Sports Science publishes the largest number of sports industry policy research papers (see Table 1). The concern means that sports industry policy research should be closely combined with the development of real society, and upgrade China's sports industry.

##### 3.1.2 Distribution of Research Authors and Cooperative Relationships

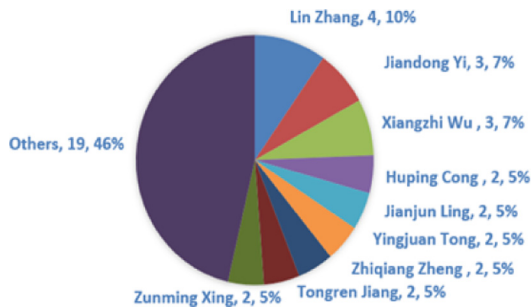
In the research field of China's sports industry policy from 2010 to 2016, experts and scholars have done a lot of research and put forward corresponding opinions and views on the sports industry policy (Fig. 2). In China's sports industry policy research, although the research of independent authors still accounts for a certain proportion, the proportion of two or three or more authors is beginning to increase, and the trend of cooperation

**Table 1.** Distribution of sports industry policy research papers of CSSCI source journals of sports science from 2010 to 2016

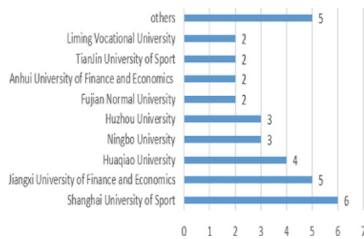
periodical	Quantity	proportion
sports science	8	32%
China Sports Science and technology	1	4%
Journal of Beijing Sport University	7	28%
Journal of Shanghai Institute of Physical Education	1	4%
Journal of Tianjin Institute of Physical Education	1	4%
Journal of Physical Education	2	8%
Journal of Wuhan Institute of Physical Education	2	8%
Sports and Science	3	12%



**Fig. 2.** Distribution of authors of sports industry policy research in CSSCI source journals of sports science from 2010 to 2016. Note: other indexes are 1, so they are calculated together; The number of co-authors is also included.



**Fig. 3.** Cooperation distribution of authors of sports industry policy research of CSSCI source journals of sports science from 2010 to 2016

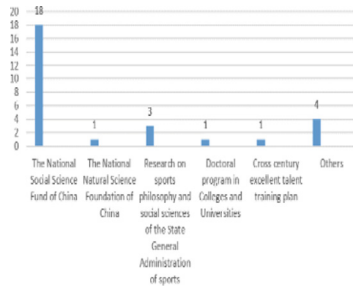


**Fig. 4.** Distribution of sports industry policy research institutions of CSSCI source journals of sports science from 2010 to 2016. Note: The statistical rules are the same as Fig. 3.

between experts and scholars is gradually emerging (see Fig. 3). With the trend of cooperation in sports industry policy research, cooperation networks have gradually formed. With the establishment of research cooperation network, China has formed stable scientific research teams, and has become an important base for sports industry policy research (see Fig. 4).

### 3.1.3 Distribution of Research Grants

With the national attention to the sports industry, national research funds at all levels have gradually allocated funds to support research work. From 2010 to 2016, 18 studies



**Fig. 5.** Distribution of sports industry policy research funds of CSSCI source journals of sports science from 2010 to 2016

were funded by the National Social Science Foundation, accounting for 62.1%. The national natural science foundation also began to support research in this field, accounting for 3.4%. Various provincial and ministerial scientific research funds also successively funded, accounting for 10.3% (see Fig. 5).The funding and support of all levels for sports industry policy research ensue the smooth progress of sports industry policy research.

### 3.2 Analysis on the Hot Spots of Sports Industry Policy Research in China

#### 3.2.1 Sporting Goods Manufacturing Industry is Still an Important Part of China’s Sports Industry

At present, the policy research in the field of sporting goods manufacturing industry mainly focuses on the discussion of industrial structure, resource allocation, industrial subjects and government functions. However, the policy research of sporting goods manufacturing industry has gradually changed from the previous critical level to the quantitative level. The use of quantitative methods to study the efficiency of sporting goods manufacturing industrial policy [5]. The research on sporting goods manufacturing industry policy is the fundamental purpose of how to mobilize the industry for rational allocation of resources and give full play to the maximum efficiency of resources, also support growth of sporting goods manufacturing industry under the background of China’s supply side reform.

#### 3.2.2 The Research on Sports Service Industry Policy is Becoming More and More Prosperous

According to the data, the proportion of sports service industry in China’s sports industry is 33.4%. The prosperity and development of sports industry also fundamentally depends on the prosperity and development of sports service industry. The research of sports service industry policy consists of the characteristics and schemes of sports service industry policy [6, 7], sports service industry policy changes [8], the implementation effect of sports service industry policy [9], gradually change to more specific industrial policies such as sports competition performance, sports fitness and entertainment, sports brokerage, stadium and stadium operation. The policy research of sports service industry has gradually become the focus, and the research of sports industry policy has gradually

changed from the previous general level to the individual, and sports industry relations, operation and development policies. The spatial layout of the structure of each industry of the sports industry; Industrial organization innovation of professional sports and public sports facilities; The support of sports fitness and leisure industry to sports industry has become a hot spot in sports industrial policies research [10, 11].

### **3.2.3 The Investment and Financing and Technical Policies of the Sports Industry Are Gradually Emerging**

In the allocation of resources such as talents, technology and capital, capital allocation is the core of resource allocation, and its efficiency often determines the efficiency of resource allocation [12]. Especially in the context of the country's recent vigorous development of the sports industry, guide the funds of the sports industry to promote the layout and development of local industries [13], improve the investment and financing policies and institutional arrangements of the sports industry, and formulate reasonable and appropriate tax and fiscal policies for the sports industry [14], promote the capital allocation efficiency of the sports industry. Especially for the sports industry which is still in the development stage, the policies such as technical development, intellectual property rights, technical regulation, technical security and technical planning of the sports industry are established and standardized [15]. The investment and financing policies of the sports industry promote the greater efficiency of the capital allocation, also provide institutional guarantee for the development of China's sports industry.

### **3.2.4 Research on Policy Effect and Execution of Sports Industry**

There are few studies on the effect evaluation method and system of sports industry policy. The research on policy effect and executive power in sports industry policy research gradually adopts the quantitative research methods: the inclination and advance of resource allocation [16], fuzzy comprehensive evaluation [17], Charmaz's constructive grounded theory [18], the application of quantitative methods provides support and a new perspective for the research of sports industry policy, and also confirms the importance of sports industry policy research from the side.

## **3.3 Future Trend of Sports Industry Policy Research in China**

### **3.3.1 The Research Theme is Transformed from Macro Level to Micro Level**

The relevant research topics of sports industry policy research mainly involve currently: sports industry relations, operation and development policies, overview, structure and comparison, technology, guiding funds, sports service and supplies industry, finance and taxation, policy effect and executive power, as well as policy changes and adjustments (see Table 2). The research theme of sports industry policy mainly transfer from the macro level to the micro level. Moreover, the research on the dynamic nature of policy effect, change and adjustment has gradually become a new trend and hotspot.

**Table 2.** Research topics of sports industry policy of CSSCI source journals of sports science from 2010 to 2016

Research topics	quantity
Relationship, operation and development policy of sports industry	2
Summary of sports industry policy research	1
Sports industry policy structure	1
Comparison of local sports industry policies	1
Sports industry technology policy	2
Guiding fund policy of sports industry	1
Sports service industry	5
Sporting goods industry	1
Fiscal and tax policies of sports industry	3
Policy effect and executive power of sports industry	4
Change and adjustment of sports industry policy	4

### 3.3.2 The Research Content Changes from Static to Dynamic

In the past, the research on sports industry policy mainly focused on the frugal framework and content system of the policy. This kind of research is mainly to provide theoretical reference and basis for the formulation of sports industry policy. It is a discussion within a certain social background or time limit. However, the sports industry is still in the development stage in China. The change of social environment, the change of government macro-control and the changing sports needs of the people provide dynamic support for the change of sports industry policy [19]. Especially under the background of the new normal and under the guidance of the supply side reform strategy proposed by the state, it is also necessary to adjust the sports industry policy to adapt to the development of the new normal [20], it provides a new perspective for the research of sports industry policy at the level of national governance [21]. Sports industry policy is the institutional guarantee to promote the development of sports industry, the research on sports industry policy should also be dynamic.

### 3.3.3 The Paradigm Shift of Research Methods from Qualitative Research to Quantitative Research

In the past, the research on sports industry policy generally paid more attention to the connotation and classification system of sports industry policy; Sports industry policies of sports services and supplies industry; Discussion on the theoretical level of reference and reference of foreign sports industry policies [22]. In China, while paying attention to the theoretical level, the research on sports industry policy focuses on the relationship, operation and development policy of sports industry; Guide funds and finance and taxation; the policy effect, execution, change and adjustment of sports industry began to pay attention to and transform to the operable level. Sports industry policy belongs to

institutional arrangement or adjustment, the research usually uses qualitative methods. However, the research paradigm of using quantitative methods in social science research has gradually become the mainstream. Using quantitative methods in the process of theoretical research not only enriches the methods and means of theoretical research to a certain extent, but also provides a new perspective for theoretical research. The research paradigm of quantitative method is used in the research of sports industry policy, which provides more scientific research methods and means for the evaluation and judgment of policy effect and execution, and provides reference and basis for the formulation and implementation of sports industry policy.

## 4 Conclusion

The research on sports industry policy provides reference and support for the formulation of policies and systems in China's sports industry. Through the content analysis of 25 literatures from CSSCI journals of physical education from 2010 to 2016, it is found that the academic circles still pay continuous attention to the research of sports industry policy, the research authors cooperate with each other and establish a stable academic cooperation network and scientific research team, and the funding level of the research fund is also increasing. The focus of sports industry policy research shows the status and characteristics of existing research, and the new trend provides reference and reference for the future sports industry policy research.

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