

# Analysis of the Mass Sports Development in the Background of "Internet +"

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**Abstract.** With the continuous improvement of people's living material, the quality of the whole people's sports quality has gradually been paid attention to, our country has experienced the Olympic boom, the national sports boom is still not diminished, the mass sports career development gradually increased. And mass sport is an important part of the cause of sports, its development and the stability and harmonious development of our society is of great significance. This paper analyzes the current situation of mass sports activities in the background of Internet + times, points out the problems in the development of mass sports, and gives the corresponding solutions according to these problems. So the country can pay attention to the development of mass sports in China, so as to promote the development of sports in China under the background of the new era.

## Introduction

With the continuous development of Chinese social economy, people's living standards continue to improve, people's health problems have been gradually taken seriously. The development of sports can effectively promote the physical quality of our citizens, and effectively promote the healthy development of human health. And mass sports is among the masses of the people, the implementation of physical exercise as a means to enhance the system, happy people's physical and mental, so as to achieve the harmonious development of the masses as a fundamental purpose of a physical activity. The development trend and current situation of mass sports play an important role in the long-term stability of our society and the harmonious development of the masses of the people and the improvement of the national physical and mental quality. Therefore, the implementation of the Party Central Committee's "national fitness program", to increase the development of mass sports undertakings on the cause of Chinese sports and social development is of great significance.

## The Development Status of "Internet +" Sports

"Internet +" is a new economic form proposed by China in recent years, using modern computer network technology and Internet platform, so that the Internet and traditional industries can be in-depth integration, so as to innovate a modern society in line with the development of the ecological environment.

With the continuous development of Internet technology, the Internet infiltrated all aspects of people's daily life, people's habits and ways of thinking have produced a huge change. As one of the important components of sports in China, mass sports will have an impact on the harmonious development of our society. Therefore, the use of Internet technology to realize the new breakthrough in the development of mass sports in China, but on the current mass sports Activities to carry out the status quo, China still need to work hard.

Table 1 Number of Participating Physical Exercises (%)

Time	Number of people involved in physical exercise
2007	44.7
2013	49.2

Mass participation rate of sports can effectively show a national mass sports development level and level of important indicators. In recent years, the implementation of the "national fitness technology" which, Chinese mass sports undertakings have been rapid development. According to Chinese statistics show that it can be clearly seen in the implementation of fitness programs before and after the number of people in China to participate in the changes in physical exercise.

### **The Dilemma Development of Mass Sports in the Background of "Internet +"**

**Line Docking Stadium Is Limited and Low Level of Service.** According to Chinese relevant sports sector statistics on Chinese sports statistics, in 2015 when China has 300 million people, but only 200 million sports venues, per capita venues only 1-2 square meters [1]. This is not enough for a sports country. In our country, the overall level of sports venues or sports facilities on the line is relatively backward.

**Lack of Professional Sports Guidance, There Is No Corresponding Service Window.** In Chinese domestic mass sports situation, Chinese implementation of the "National Fitness Program", the number of people involved in sports activities gradually increased, but from the overall development of Chinese mass sports situation, Chinese mass sports did not get the government or The corresponding services of enterprises, lack of sports service platform [2]. Led to the masses of interest in sports decreased, a serious blow to the enthusiasm of the group to participate in sports. And in our country, Internet technology is gradually being familiar with, online coaches through online graphics, video and other forms to provide users with the corresponding physical education courses and related sports health knowledge, to provide the masses with some sports services, but the content of the online platform is too replicated, and the content is assimilated. In reality, there is no corresponding physical sports service window, the broad masses of the lack of corresponding sports knowledge, resulting in the improper use of some sports facilities, the situation seriously damaged the health of the masses [3].

**The User Sticky Is Low and the Coverage Area Is Limited.** In the era of Chinese Internet + favorite background, mass sports activities difficult to provide quality services in real life, cannot combine the actual needs of the masses, and because of regional cultural differences, the relevant sports services cannot be differentiated content It is easy to be homogeneous with similar players, leading to the low level of quality of sports content, which led to the lack of attractiveness of our country's sports to our nationals, and cannot effectively absorb the sports groups, and in our country on sports knowledge and sports related Facilities in the vast masses of our people which did not get very popular, leading to the mass sports awareness and atmosphere.

### **The Development Path of Mass Sports in the Background of "Internet +"**

**Establish a Wide Range of Mass Fitness Public Service System.** With the advancement of Chinese "Internet +" era, China has established the Internet and sports integration of public service platform, and gradually establish a "government-led, market operation, social participation," the diversified operation mechanism for the masses of our mass sports provides convenient and efficient sports services. In the construction of sports public facilities, the relevant government departments can use the Internet to spread a wide range of dissemination of high efficiency, rich in sports resources, can carry more advantages, to meet the needs of modern sports life in the real needs of the real so as to serve the masses, the development of mass sports as the fundamental purpose [4].

In the operation of sports public facilities, the government departments should integrate the existing social sports resources, through the Internet platform to achieve a reasonable social resource, scientific re-allocation. The use of the Internet brought about by the convenient and efficient, traditional sports services to optimize the project for our national fitness, the development of mass sports to create a favorable environment.

At the same time, you can also achieve a practical platform based on mobile Internet, the timely variety of sports events, sports industry information fusion, for our broad masses of people to

provide convenient sports life. And through the purchase of public services in order to obtain information about the various venues and venues operating management information to facilitate the residents at any time near the scheduled venues for fitness activities.

**Promote the Coordinated Development of "Trinity" Model.** The so-called "three in one" refers to the "Internet + social enterprise", "Internet + sports department" and "Internet + personal" three aspects of collaborative development, so that the real social sports resources integration and redistribution, with a view to the broad masses of the people Make a contribution to sports.

"Internet + sports department" means that in the construction of mass sports activities should provide the corresponding services for the masses, and through the service platform to implement the quality of the work of sports public services supervision [5].

"Internet + social enterprise" refers to the integration of sports enterprises and the Internet through the integration of traditional sports production methods, thus changing the way the masses of sports activities. Specific performance, the relevant sporting goods enterprises with the "Internet +" development, to achieve the transformation and upgrading of enterprises: the realization of the sporting goods in the development of Internet of things, the rapid development of sporting goods at the same time, through the advantages of the Internet platform to achieve the electronic Business and sporting goods store in the coordinated development of the store.

"Internet + personal" means that with the use of Internet technology, people use the Internet to facilitate the advantages of fast, real-time enjoy the relevant sports sector and social enterprises to provide sports products, facilities, services, such as: scheduled venues, watch Live, sports social, buy sports products and so on. In this part, the government, enterprises and individuals are mutually beneficial, from many aspects into the mass sports life, for the development of mass sports in China made a great contribution.

**Build "Family - School - Community" to Promote the Pattern.** To build a "family - school - community" network integration pattern, can effectively in the broad masses of the popularization of sports knowledge, thus creating a national movement atmosphere.

First of all, family sport is the starting point for training the masses of healthy sports. Will be popular with the sports activities in the way of family activities, and through the use of the Internet platform, the study of sports knowledge, that is able to enrich the family leisure time, enhance family relations, but also to strengthen their physical fitness, so as to promote the cause of mass sports in China development.

Second, the school's skills school base, in order to be able to better develop our mass sports, increase the physical fitness of the masses, the school should be aimed at the youth groups, the appropriate increase in physical education courses, not only can effectively enrich the students after school life, increased Learning the interest in sports, and promote the comprehensive development of students' physical and mental health [6].

Finally, community sport is an extension of the development of family and school sports activities. Through the community as a unit, the development of community awareness of sports, and actively organize community sports activities, effectively increase the feelings between the community, spread community culture, promote community harmony and healthy development of the masses.

## **Conclusion**

Group sports can be anytime, anywhere voice in people's lives, the use of Internet technology and better play the role of sports to bring people. In the context of the Internet + era, Chinese mass sports career is still in its infancy, whether it is in the population base, political situation, economic development on the development of mass sports have a great advantage. With Chinese increasingly mature Internet technology, relying on Internet technology, vigorously develop the cause of mass sports in China, providing quality for our national sports service, will be Chinese Internet market and social development, the physical fitness of the masses are of great significance.

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