

"National Fitness Information Resource Service Platform Internet Plus" Strategy

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Abstract. The three session of the twelve National People's Congress, Premier Li Keqiang first proposed the "Internet plus" action plan in the government work report, the "Internet plus China" has become one of the most popular topic. On the basis of the Internet platform, the use of information and communication technology to achieve the Internet carrier and fitness and public welfare cross-border integration, Daqingnetizens public sports conference gives a good model. This year, Daqingnetizens public sports conference theme is "core values, @ you and I built together."". From April to November, a total of 12 events were set up, covering the mainstream and popular activities of daily life, such as hiking, mountaineering, electronic competition, dazzle running, square dance and badminton. The annual number of participants is expected to reach 30 thousand people, is the calendar year, the largest number of national fitness activities, the largest, the largest number of participants

The Network Community to Actively Participate in Highlighting the Main Body of Internet Users

Netizens in Daqing public sports conference was founded in 2012, it makes full use of modern network information platform, relying on the Internet, mobile phone and other new media, the competition from propaganda, entered the competition, results announcements and interactive participation are on the network. With the advantages of strong network communication, strong interaction and wide range of influence, digital mass sports activities flourish in Wuxi, and the concept of "national fitness" has been fully demonstrated. After four consecutive years of development, Daqing netizens public sports conference has become a landmark and influential series of activities in Daqing netizen groups. Different from the traditional administrative push, the public welfare sports conference of Internet users needs to be submitted to the people through the network. It can arrange and adjust the layout and organization of the project according to the actual needs of the netizens, and give full play to the initiative and enthusiasm of Internet users. Relying on the city's major network community, cultivate a number of planning ability, high sense of dedication, good professional qualities of Internet users, relying on the "backbone" in the network activities and undertake planning activities, on-site organization and online propaganda work, improve the standard and efficient network of community activities. The majority of Internet users express their aspirations, participate in the organization, evaluate the scoring through the online community, and actively participate in the whole process of activities. It can be said that the Daqingpublic sports meeting users perfect realization of "cross-border Internet plus" and the integration of sports.

Build the National Fitness Information Resource Service Platform

All sectors of the community to support and reflect the atmosphere of public interest

Four consecutive years of Internet public sports meeting for the whole society to provide free participation platform, there are tens of thousands of users sign up voluntarily accepted batch volunteer service, division of work and health care training, participate in the activities of security and order maintenance work. To organize clean up and restore the original site, mutual encouragement, mutual assistance, and courageous behavior It is often seen. shijinbumei. Government departments and enterprises and institutions try their best to support the network of public welfare activities, support in traffic, security, site, outdoor advertising and other links, and provide a strong guarantee for the smooth running of the event. Social enterprises in material support, for the city's Internet users free participation in sports feast provides material support.

Actively guide network public opinion to promote positive energy

Physical education is an important component of cultural construction, and it is an important means of education, lifestyle and communication platform. Users of public sports conference will be the Internet, sports and public welfare three elements combine to transfer positive energy to the sports network, strong physique, to cultivate public social morality, highlighting the value of physical education, promote social justice, to guide the network public opinion, purify the network environment.

Use the network to spread the effects of radiation around the area

Since the Internet public sports conference held for four years, due to the radiation effects of the spread of the Internet, to attract more and more foreign users, from Suzhou, Changzhou, Nanjing and Shanghai, Zhejiang, Anhui and Daqing to participate in various activities, not only to expand the influence of the activities, but also stimulating the Daqing tourism economy, promote the image of the city of Wuxi, become Daqing is a new city name card.

Harmonious Society from the Perspective of National Fitness Information Construction Strategy

In order to promote the construction of harmonious society in China, to promote national fitness information construction work of scientific development, combined with the status quo of China's national informatization construction at present, puts forward the following points of national health information construction strategy: first, we must always adhere to the government led. The ancients said: "do not seek a global, not enough to seek a domain; those who do not seek Jesus Christ, to seek temporary shortage." The construction of national fitness informatization is an important work affecting the construction of harmonious society in china. In the information age, from the long-term development of China's sports undertakings to carry out smoothly, effectively carry out the national fitness information construction work is also China's mass sports organizations and enhance the level of my body The main ways to change the development mode of education industry. So, to really play an important role in our country national fitness information service system, to ensure the effective fitness information construction of our country, we must always adhere to the government led by the government led to clear objectives and planning stage of informatization of our country construction of national fitness, fitness guide consumers to the government led by the for long-term, rational fitness consumption, in order to promote the sustainable development of the national fitness information service system, for the national fitness information construction work and the national fitness campaign to push to provide a strong backing. Secondly, we should pay attention to the effective development of demand analysis. China's national informatization construction work at this stage is a series of problems of the above analysis, the reason can not meet the needs of building a harmonious society, which is a very key point is the demand analysis work. Although it is said that some scholars have already involved in the field of demand analysis at present, but in the actual demand analysis practice, there is a widespread lack of demand analysis, unscientific, and even direct lack of problems. Once in the

demand analysis part of the problem, it's often difficult to truly understand and grasp the real needs of the masses of the national fitness information service, and in the absence of the masses to understand and grasp the real needs of the national fitness information service situation, carry out national health information construction work, often there will be provided the public does not need information, public information needed to find "embarrassing, in fact, this is also a common and typical problems facing the national fitness informatization construction in china. To solve this problem, we must attach importance to effectively carry out the demand analysis, data collection and data actively, and accordingly to mining public sports habits and preferences, to enhance the quality of national fitness information construction. Finally, we should pay attention to the problem of cross - disciplinary cooperation. In the process of carrying out the nationwide fitness information construction, it is wrong to rely solely on Sports Science or simply relying on information science. In an era of big data, the era of mutual penetration in a variety of information and integration, to carry out scientific fitness informationization construction work effectively, but also should pay attention to the problem through interdisciplinary cooperation, sports science, information science, social science and psychology and between economic science and other fields of the cross domain data collection data analysis and application to ensure the efficient development of national fitness information construction work.

Total

National fitness information construction is an important way to promote the national fitness program and build a harmonious society. The arrival of the information era, it is to provide a good opportunity for the national fitness information construction in our country, only fully grasp this opportunity, and the national fitness information construction work seriously, to ensure that our country mass sports and national fitness health, sustainable development, in order to ensure the effective construction of harmonious society.

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