

Heilongjiang Sports Culture and Its Inheritance in Big Data Era

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Abstract: With the continuous development of economy and technology, the advent of the era of big data has changed China's politics, economy, culture, education and other fields, and has promoted the rapid development of all walks of life in China. The dissemination of campus sports culture can promote the development of school sports and enrich the amateur cultural life on campus, which is of certain benefit to improving the popularity of the school. This article starts from the local universities in Heilongjiang Province. Under the background of big data, it adopts research methods such as literature review, investigation and research, and mathematical statistics to conduct a comprehensive survey of the school sports culture in Heilongjiang Province. This article first explains the solutions to problems related to inheritance and education, analyzes the current state of Heilongjiang sports culture in the era of big data, points out the problems of current Heilongjiang sports culture, and gives relevant solutions. Research on cultural inheritance methods, the research found that in the era of big data, there are various ways of inheritance of sports culture, of which the inheritance of education culture is the most prominent, accounting for 15%. How important the heritage is, therefore, it is necessary to establish and improve the campus sports culture system, strengthen the construction of campus sports culture system, guide students to establish correct sports values, strengthen the construction of sports teacher teams, and organize various sports and cultural activities. Provincial school sports culture construction provides institutional guarantee and theoretical support.

1. Introduction

In recent years, big data has emerged suddenly, and the Internet has a large amount of data to be processed at all times. A convenient, fast and efficient method for processing has emerged. Big data has successfully affected China's information industry and has also quietly changed our country. The fields of medical care, education, etc., make China's development in various fields keep pace with the times and meet the needs of social development. On the whole, the applied research of big data in education is still in its infancy. However, with the continuous development of big data, it will help improve the efficiency of people's understanding of sports information and promote people's active participation in sports. The development prospects are inestimable.

Sports culture is an important part of culture. In the pursuit of survival, human beings have better adapt to the environment as their main purpose, so that people's physical, social and psychological needs can be fully met. Sports culture is in the process of development. It came into being [1-2]. In primitive society, because the labor tools were too simple, in order to achieve the purpose of conquering nature, transforming nature, and satisfying human survival, human beings continued to improve their production and living capabilities, and reformed labor tools and labor skills. The emergence of sports not only meets the various needs of people in the primitive society, but also meets people's normal survival needs, and at the same time solves safety issues, entertainment issues, social issues, belief issues, etc. [3-4]. In the era of big data, how can sports culture be inherited? This is a research hotspot in the field of sports today, and the key to the continuation and inheritance of sports culture. Heilongjiang Province is a major sports province in China. It is important to study its sports culture and inheritance methods for its sports development.

In the context of big data, this article takes Heilongjiang local colleges and universities as the research object, and studies Heilongjiang sports culture and its inheritance methods in the era of big data. This article first analyzes the characteristics of the era of big data, elaborates the development opportunity issues faced by the sports industry in the era of big data, and then starts with solutions to problems related to inheritance and education.

2. Method

2.1 Big Data

(1) Characteristics of the big data era

1) Various data types

Big data includes semi-structured and unstructured data, including web logs, audio, video, pictures, geographic location information, and so on. Multi-type data sets higher requirements for data processing capabilities.

2) Low value density

With the widespread application of the Internet of Things, information perception is ubiquitous and information is massive, but coupled with low density, how to quickly complete the "purification" of the value of data through powerful machine algorithms is an urgent problem in the era of big data.

3) Fast and effective

This is the most significant feature that distinguishes big data from traditional data mining. Existing technical architectures and routes have been unable to efficiently process such a large amount of data, and for the relevant organizations, if the huge amount of information collected cannot be processed and the effective information is fed back in time, it will be more than worth it.

(2) Development opportunities faced by the sports industry in the era of big data

1) Create more value for the sports industry

The focus of big data is to mine valuable data, integrate and analyze relevant data information, and ultimately make it a valuable resource for enterprises or managers. This is exactly the difference from cloud computing and the Internet of Things [5].

2) Promote the collaborative innovation development of the sports industry

With the advent of the era of big data, sports companies have received a certain impact [6]. On the one hand, each enterprise must set up a special organization to collect, store, process, organize, and analyze big data, which increases the financial expenditure of the enterprise, and also places higher requirements on human resources[7]. On the other hand, it is difficult for a single sports company to cope with the pressure of competition in the real market, and it is necessary to cooperate with relevant data analysis agencies or cooperate with similar enterprises to share resources through certain agreements [8].

3) Speed up the scientific and technological development of the sports industry

China's sports industry lacks leaping development, and its low scientific and technological content is its biggest reason [9]. The arrival of big data has accelerated the scientific and technological process of the sports industry, as has the sporting goods industry.

2.2 Solutions to Inheritance and Education-Related Problems

(1) Raise ideological awareness and set clear goals

In fact, the work of raising ideological awareness should mainly be carried out between university leaders and ideological mobilization conferences between competent departments. This is absolutely necessary [10]. The main person in charge of the meeting should fully explain the importance of national sports culture. Not only that, the meeting can also carry out exchanges of ideas, take turns to publish their knowledge on this aspect, exchange and learn from each other, which is the prerequisite for carrying out all work. Of course, the ultimate purpose of the meeting is to establish a clear goal. It is necessary to clarify how long this national cultural construction will last, and what the final construction will look like. A clear goal should still be established

down-to-earth. If the relevant unit is blindly high, it will inevitably backfire. Consider various factors in various aspects, carry out macro layout and overall planning, and ensure that the physical education of colleges and universities in the future is efficient in the inheritance of national sports culture.

(2) Selection and improvement of teaching staff

The complexity of the physical education process requires highly skilled professional teaching staff [11]. For experienced professionals with high technical level, screening and selection are needed. During the interview process, trial lectures can be conducted to examine the actual level of teaching staff. Holding unified examination papers, interviews can become the focus of personnel selection. At the same time, after the recruitment, the training of teaching staff and training sessions will be held regularly. The professional quality of teaching staff is also an aspect that should be focused on. If the teacher's teaching level can be improved, then the inheritance of national sports culture can be truly mastered by the students from the core and key points.

(3) Strengthen education supervision in universities

Sports culture is inseparable from the education of colleges and universities to a certain extent, and the education of colleges and universities will inevitably involve the issue of teaching funds. At the same time, the inspection of teaching safety in the process of education requires both Strict supervision [12]. The supervision of college education should first be carried out in terms of finance. Since the safety of educational equipment and equipment is not sufficiently guaranteed, the relevant departments of the country will inevitably allocate funds to universities for the purchase of a batch of new teaching equipment and equipment, and this cost needs to be strictly monitored. Therefore, for the use of teaching funds, the relevant supervision departments must strictly review to ensure that each account is effectively used for college work in the field of ethnic sports culture and education. For the problem of teaching safety, it can indeed play a certain role in terms of equipment and equipment, but the supervision of teaching safety is not limited to equipment safety, the teaching level of teachers, and the related aspects of equipment and sports Practical teaching also needs to be supervised. For this kind of situation, the most reasonable and effective method is to set up a special supervision team to survey the education work of colleges and universities in terms of ethnic sports culture inheritance. In-depth understanding of how professional work is carried out can also give some constructive opinions.

(4) Highly valued in thought

University leaders and physical education teachers must attach great importance to their ideology and deeply understand the significance of the construction of physical culture to the development of physical education and teaching in schools and the healthy development of students [13]. University leaders should formulate a strategic plan for the construction of school sports culture with a foresighted vision, strengthen the leadership of physical education teachers and students at a macro level, and effectively take the lead of the teaching affairs office, student unions, and sports associations to ensure that the construction of school sports culture is implemented . Physical education teachers should have a good professional quality, actively innovate physical education teaching methods on the basis of "student-oriented", and actively promote the construction of sports culture from the "cultural education" level. As a direct participant in the construction of sports culture, physical education teachers should actively study and implement the spirit of the National Education Conference, and carry out the construction of sports culture with goals, plans and steps. In the construction process, physical education teachers must always deeply understand the importance of sports culture construction, and constantly explore and practice.

2.3 Basic Requirements for Sports Culture Construction in Colleges

(1) Persist in student-centeredness

The construction of sports culture in colleges and universities should adhere to student-centeredness. The essence of student-centeredness is "people-oriented" [14]. In the construction of sports culture, college leaders and physical education teachers should be close to the reality of student life. The life of contemporary college students is full of fun and leisure, and has a

strong connection with the Internet. Based on this, college leaders and physical education teachers should take the Internet as the starting point and carry out sports culture construction through online platforms such as We Chat, QQ, Weibo and other contemporary students who are very familiar with and love. The construction of sports culture in colleges and universities should reflect the aspirations of students, pay attention to the vital interests of students, and emphasize the excavation of sports culture construction materials from students' daily life. Contemporary students live in an era of superior material conditions. Their participation in sports is not only to enhance their physical health, but also to meet new friends, learn new skills, and so on. In order to meet the increasing needs of students in physical education, and to promote the comprehensive, coordinated and sustainable development of students' multidimensional health (physical health, mental health, moral health and social health), colleges and universities must adhere to student-centeredness, and build a university education that is consistent with the actual development of college students Sports culture.

(2) Creating a high-quality sports culture

The construction of sports culture in colleges and universities cannot be made large or short, but must be built in the direction of high quality. Sports culture is subordinate to the concept of culture, and the core of cultural construction is the cultivation and development of values [15]. Sports culture in colleges and universities reflects the current status and potential development level of sports culture in colleges and universities. To promote the construction of college sports culture, the most fundamental thing is to create an excellent culture that is in line with China's current sports development achievements and future trends. To create a high-quality sports culture, we should focus on the ideological value of sports culture, and we must advocate "sports and health" and "sports and student development." Colleges and universities must take the design of high-quality sports culture as the central link of physical education and teaching, and strive to create a sports culture that spreads the concept of sports development in China, reflects the spirit of sports in China, and reflects the aesthetic pursuit of sports. Colleges and universities are the cradle for cultivating high-quality talents. The core values of socialism that cultivate students should be integrated into the construction of sports culture. In the construction process, we must use our minds and work hard on the content of the construction to make it rich in content and profound in thought. The effect of promoting the comprehensive development of college students.

(3) Give Full Play to the Moral Education Function of Sports Culture

Culture embodies value orientation and has a strong moral education function. Sports athletes exude a good sense of teamwork, competition and a strong sense of honor. For students, whether they participate in sports games or watch games, they can have a positive impact on their moral character. The construction of university sports culture is a project that casts the soul, and assumes the responsibility of educating people with sports and educating people with sports. In the new data period, the requirements of social enterprises for college graduates are no longer confined to the students' professional theoretical knowledge and skills, but they also impose high requirements on students' ideological level, professional quality and moral quality. Because of this, colleges and universities should do a good job of moral education for college students in the new era. Based on the significance of sports culture construction for students' moral education. The construction of university sports culture should aim at cultivating newcomers of the times with both morals and talents. One of the important purposes of strengthening the construction of sports culture in colleges and universities is to guide students' value choices through excellent sports culture, to shape the students' sound personality, and to provide moral nourishment for the cultivation of newcomers to the era of national revival.

3. Experiment

(1) The construction of university sports culture is a strong foundation for the development of national sports. In the new century, the construction of college sports culture is also facing severe challenges and rare opportunities. Colleges and universities are the cradle of culture and the foundation of social development. The construction of college sports culture also conforms to the

needs of the times and society, implements the national quality education policy, and promotes the trend of comprehensive fitness. In the new period, higher requirements have been put forward for college physical education educators and college system makers, and issues that need to be considered. The construction of college sports culture is of great practical significance to college students and the development of the whole society. Therefore, using survey research methods, surveying and inquiring related people, consulting the current status of Heilongjiang sports culture development in big data environment sports teaching, and passing mathematical statistics Methods The results were sorted and classified and analyzed.

(2) Using the literature review method, through the collection, collation, and analysis of literature data, to understand the current status of the development of sports culture in a big data environment, starting from issues related to inheritance and education, and to understand the current situation of sports culture construction in Heilongjiang sports teaching. The basic requirements are to clarify the research context of the field, to form their own research findings, and to analyze and organize the results through mathematical and statistical methods.

4. Discussion

4.1 Analysis of the Status Quo of Heilongjiang Sports Culture in the Era of Big Data

Using survey and research methods to analyze the current situation of Heilongjiang sports culture in the era of big data, the results are shown in Table 1.

Table 1. Current situation of Heilongjiang sports culture in big data Era

Present situation	Solutions
The spirit of sports culture is declining day by day	Regular sports and cultural activities
The construction of sports culture system lags behind seriously	Strengthening the Construction of Sports Culture System in Colleges and Universities
Lack of Sports Culture Cognition	Guiding College Students to Establish Correct Sports Values
The management mechanism of sports culture is not perfect	Establishing and Improving the System of Sports Culture Construction in Colleges and Universities

As can be seen from Table 1, in the era of big data, there are still many problems in Heilongjiang's sports culture, which need to be improved. First of all, the improvement and improvement of the sports management system of colleges and universities is of great significance to the construction of campus sports culture. It is necessary to re-examine the function of college sports culture in accordance with the real situation of the school, update the traditional concepts, and carry out targeted construction of college sports culture. Secondly, physical education as a discipline is the most basic means for developing campus sports culture. Physical education is an important component of campus sports culture and a basic way to teach sports knowledge and establish sports values. Therefore, the physical education class should focus on the teaching of physical education and the practice of students as the core to teach students sports knowledge, skills and consciousness, clarify the lifelong values of sports, and improve sports skills. Furthermore, to strengthen the construction of college physical education teachers. Teachers play a guiding and guiding role in the construction of campus sports culture. Therefore, physical education teachers must actively exchange various advanced physical education theories, reverse old educational concepts, and focus on teaching sports skills. The requirements of the same pair of students have changed to focus on the cultivation of sports culture and scientific ability, focus on physical fitness, and focus on differentiated development. Finally, various sports and cultural events need to be held regularly. It can increase the intensity of sports promotion in daily teaching, so that college sports

culture can be flooded in every corner of the university campus, cultivate students 'correct sports values, and make physical exercise an indispensable part of college students' daily campus life.

4.2 Analysis of Heilongjiang Sports Culture Inheritance in Big Data Era

Using literature review method to analyze the inheritance of Heilongjiang sports culture in the era of big data, the results are shown in Figure

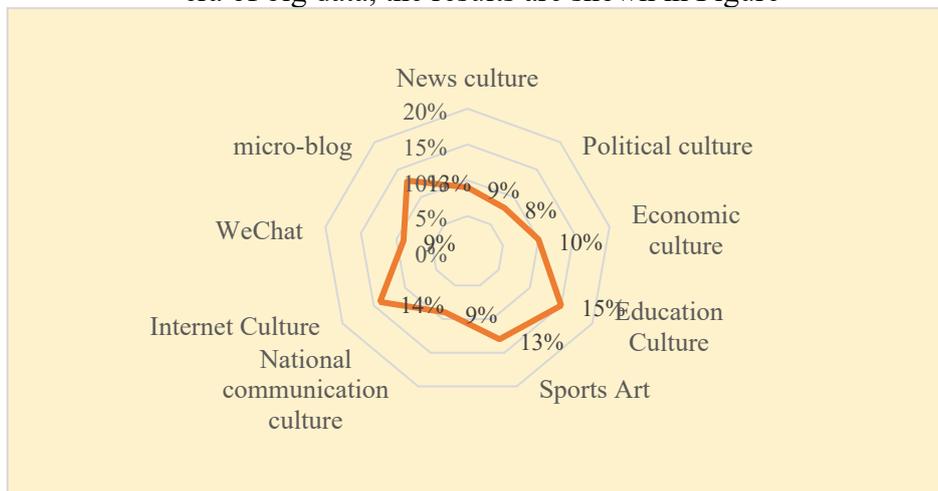


Figure 1. Heilongjiang sports culture inheritance mode in big data Era

From Figure 1, we can know that there are many kinds of inheritance methods of sports culture in Heilongjiang in the era of big data. There are probably several inheritance methods, that is, inheritance through news culture, inheritance through political culture, inheritance through economic culture, inheritance through education, Inheritance through sports art, cultural heritage through ethnic exchanges, cultural heritage through Internet, heritage via WeChat, and heritage via Weibo. Among them, education and culture inheritance accounted for the highest proportion, at 15%. News is an important fact that the masses want to know, but do not know, and should know. News is a real report of recent events. Politics is a practical activity centered on the state power on the basis of a certain economy, and in internal affairs and international relations. Economy is a yardstick for measuring the degree of social development. Economic development will promote social progress, and economic change will also promote social change. The evolution of mankind from barbarism to civilization is manifested in the process of human socialization. Art inheritance is to show sports to everyone through artistic expressions and techniques. Ethnic cultural heritage. There are many nations in the world, and there are 56 nations in our country alone, and the cultural evolution path of any one nation will not appear as a single, isolated development trajectory. Internet cultural heritage. In the past 20 years, China's social and economic development has been on a rapid development track, and information technology has been continuously innovated. The Internet, a new media communication platform, has attracted more and more attention. In addition, there are We Chat heritage and Weibo heritage. Weibo is another way to spread information by relying on the Internet for social purposes.

4. Conclusion

With the advent of the technology age, big data has become the mainstream of the age. Heilongjiang has always been a strong province of sports in China, and it is also a big province of education in China. In the context of the era of big data, this article conducts research on Heilongjiang sports culture and its inheritance methods. The research in this paper finds that in sports teaching, the construction of sports culture should be mentioned as important as the sports curriculum teaching and sports extracurricular training. The development of physical education can not be without the promotion of sports culture, and the accumulation of sports knowledge and sports ability of contemporary students cannot be without the penetration of sports culture. In the

new period, physical education still cannot meet the needs of contemporary students' physical education. In order to cultivate outstanding talents in line with economic and social development, schools should take the construction of sports culture as a starting point and profoundly explain the significance of sports for the development of school education and teaching and the healthy development of students.

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