



Research Article

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## Internet sports group, new sports form of internet age

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### ABSTRACT

*Along with the rapid development of Internet, the nationwide fitness campaign has brought new changes and features in the twenty-first century. Network sports group is accepted by modern citizens with its unique experience. This paper analyzes the formation, SWOT network sports group internal connotation and characteristics. It also puts forward the counter measures of sustainable development for network sports groups.*

**Keywords:** Network Sports Group; SWOT analysis; the national fitness; Internet

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### INTRODUCTION

During the 30 years of China's reform, the internet is developing at a galloping speed. By the end of the July 2008, the number of Chinese Internet users ranked number one by 253 million. The internet is becoming more and more popular among the populace. The preliminary pure tunnel has turned into multifunctional platform for life, work, study, recreation and communication. Network sports group is the spontaneous mass sports groups under the background. To explore the connotation of network sports group, characteristics and the internal condition evaluation is meaningful concerning the better implementation of the national fitness movement, opening up a new way, sports fitness, facilitating Sports life and generalization and improvement of the people's quality of life.

### THE CONNOTATION AND ITS CHARACTERISTICS OF NETWORK SPORTS GROUPS

The connotation of network sports groups

Lu Yuan Zhen is the earlier research of scholars in sports sociology system that put the sports group into the category of sports sociology concerns. The detailed illustration about the concept of sports population, characteristic and its various categories will be displayed. Network sports group is a new thing under the highly developed internet. As regard to its structure, formation and behavior, the various characteristics of Network sports group belong to the area of Sports group referents. Therefore, combining with the time background of social development and the progress of science and technology in our country, the Network sports group will be defined as: Network sports group refers to spontaneous folk groups. The information is mainly conveyed through network platform, and the physical fitness activities are regarded as the carrier and are established by Sports fans. Besides, the friends are invited to participate in the Sports practice. Many citizens in the same city and the same region are able to find the sports lovers to join the common network group by light of the internet. Then, people walk out of the virtual world into the realistic life, forming fitness group, leisure meeting or team to do various exercises and competitions, thus satisfying the desire to exercise or improve the technical level. Network sports group is divided into: basketball, volleyball, football; the group of Table tennis, badminton, tennis; the emerging group of Hiking, mountain climbing, rock climbing, and fishing; the group of Bicycle, motorcycle, automobile etc. The categories are diverse. Their activity has both indoor sports and outdoor sports, competitive sports and leisure sports. In addition, the network sports group also precedes the social activities, such as Leisure travel, love, and environmental protection activities, thus expanding the range of network sports groups and enriching the connotations of the activity. Suffice to say, the appearance of network sports group has added the new contents to the traditional sports exercise, establishing the new way of interaction.

#### The characteristics of network sports groups

As the social groups of our country's practice of nationwide fitness campaign, the sports group can be divided into formal sports groups and informal sports groups. Informal sports groups have the characteristics of behavior of spontaneity, the frequency of sports, the diversity of content and the loose organization. Network type sports group belongs to informal sports groups with the savor of epoch and the peculiarity in itself.

#### The multiplicity of group identity

Different from the informal sports groups, the friends in the network sports group, either in virtual world or the realistic world, are called by the net names. The coincidence of the net friend, group of friends and partners have brought the new value and the sense of belonging in expanding the personal relationship. There exists no the formal methods of control in network sports group. And the deep relationship is relied on the routine customs and the team regulations are stipulated by the netizens which are authorized by the vote online. In each activity, the relevant plans, methods are stipulated by the friends in the group. One should be responsible for posting online, online registration, independent participation. The person is participants, organizers and managers at the same time. The combination of multiple identities has provided a wider stage for the people.

#### The consistency of group action

The number of the group ranges from seven to hundred. In the time of doing physical exercise, the consistency mainly displays in the hobbies, activity contents and the sense of acceptance to the owner of the group, the AA system and the freedom of choice etc. The owner of the network sports is usually the sponsor of the activities and convener. Moreover, the person is endowed with the capability of sports, passion, organization and charisma. The person is elected by the populace online who has won the favor of the majority. The AA system has stimulated the volunteering and transparent of consumption, thus reducing the conflicts. Network sports group is relatively loose. The member is free to decide to take part in or not and the ideas towards the specific time, venue and content differ from one to another.

#### The utility of comprehensive activities

The activities of network sports group are usually designed according to the team's own conditions and the advice of the netizens. Whether it is competitive or recreational fitness activities, the time and the intensity will be taken into consideration in each activity in order to relax the body physique and mind and improve the body health. Meanwhile, the diversity of the activity is also on the emphasis with a view to relaxing and liberation the mental health in the time of doing physical exercise.

### **SWTO ANALYSIS: NETWORK SPORTS GROUPS**

#### Strength analysis

##### Personalized fitness program

The netizens choose the sports group according to their interest and demands. Through the participation in activities, the self can be freed and displayed. Through network BBS communication, the participation in network sports groups and the visit to the netizens and the study on the needs of the 185 members of netizens in Guangxi, we found that the netizens have more fashionable ideas on sports. The fitness programs that they have chosen are various, such as the passionate basketball, volleyball, soccer, badminton, table tennis; galloping bicycle, motorcycle, automobile etc. The diversification of fitness programs and the personalization have met the needs of the different class, thus improving the quality of life of the mass. Moreover, the self-esteem and personality traits have been admitted in the course of sports.

##### Localization of activity places

The network sports groups are mostly established in the same region and all the netizens all live in the same city. The venue of the localization of activity places have become the priority for their activities. According to the research, the network sports groups have set the activity in the local stadium, suburb, countryside and the landscape surrounding the city. This kind of venue is easy to gather and easy to dismiss. In the course of doing physical exercise, the people can also enjoy the scenery. Thus the self can be fully freed in the leisure time. They can enjoy the freedom, happiness of life care freely.

##### Convenient contact way

The network sports group post and track the post by light of the Internet communication methods, such as QQ, MSN, UC and City BBS platform. They share exercise tips, make sure the activity theme, make activity plans and arrange the relevant details. The network sports groups can easily design personalized content, sports venues by light of the internet to feel the true relaxation and leisure.

#### The economization of Activity cost

As the populace sports group, the expenditure of each activity and travel relies on the AA system. Though the majority of the group submits the fees, the fees are usually limited which consists of the public cost for the group. For example, advertising banner and love presents help to reduce the cost, thus making the management of the group at ease.

#### Weakness analysis

The Spontaneous sports groups harbors the characteristics of great mobility and poor constraints. The reason resides in three facets: firstly, the nature of the activities of network sports groups determines the going and stay of the free, volunteering and initiative member, without any constraints. Besides, if the management level of the inner group is poor and the stipulations need to be kept by the "cultivation" of the netizens, it is hard to stir the passion of participation. Thirdly, part of the netizens is poor in fortitude, perseverance and self-control, thus leading to the embarrassing situation of "Three days of fishing and two days of netting".

#### Opportunity analysis

The modern style of life has sparked the high frequency of sports requirement great mental pressure, in the information area and overworks which has led to the tension called "Sub-health" state. The health and life face various problems. Seeking for certain sports partners with the same hobby and a kind of activity which is able to proceed for a long time and an easy atmosphere has become the eager demand for the people in the urban. The appearance of network sports group has met the trend.

### GENERAL SITUATION INVESTIGATION OF NETWORK SPORTS GROUP

Recently, with the development of the national economy and the increase of social wealth, people's understanding of the sports function is deepening. The demanding motive has changed from the one-way biology (such as fitness, bodybuilding) to multi-motivations of biology, sociology, psychology, (such as fitness, entertainment, communication, aesthetic, and pursuit of stimulation) etc. People's sports value tends to be diversified. The reports on the Mass sports demand motive in 1996 showed that our country sports population participating in sports activities showed a strong and stable motivation (Ranks NO.1 in all the motives). Compared with the results in 1996, the ratio of participation in 2000 has changed. In order to the cultivation of spirit and the improvement of mood and beauty, weight loss and strong and handsome shape, it is a necessity to look at the relevant data. See Tab.1

**Tab.1 The reasons of participation in sports for both urban and rural residents in 1996 and 2000**

program	1996	2000
For health and strength	25.86	31.09
For recreation and relaxation	17.96	15.96
For communication with friends	12.62	10.01
For improvement of spirit and personality	10.13	8.08
For the habit and hobby	8.20	10.26
For enhancing the sports ability	7.61	8.40
Lack of sports	3.94	4.44
To encourage girls to participate	3.45	3.90
For beauty, weight loss and body shape	3.28	4.80
For social communication	2.76	4.46
Poor health	1.57	1.45
others	0.65	0.23

It is easy to see that the motive is diversified. With the development of the society, the network sports group is becoming more and more popular and more modernized.

### CONCLUSION

The trend of network sports group will definitely become popular in the crowd for its great benefits. The form of the network sports group will become verified with the increase of pursuit for health and recreation. Through the depiction in the thesis, it is clear to see the prospect of the new form of sports. However, there still exists some weakness for network sports group; it demands us to avoid the disadvantageous facets in the process of participation. However, the strength still far transcends the weakness.

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