Inheritance Path of Different Nationalities' Traditional Sports Culture in the New Media Environment

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Abstract: Inheriting and developing ethnic minority folk sports is an important measure taken by the state to protect ethnic minority culture, and it is also one of the priorities of the party and the government. The emergence of new media technology has ushered in a new opportunity for the inheritance of traditional sports culture of different nationalities, and has provided more options for the inheritance of traditional sports culture of different nationalities. The combination of new media technology and the inheritance of traditional sports culture of different nationalities has become the general trend. This article uses the questionnaire survey method to conduct a survey of the public's awareness of the inheritance of traditional sports culture of different nationalities in the new media environment. The results of the experiment show that 92.6% of the respondents said they often use WeChat, a new media tool, and 43.5% of the respondents said they use QQ. Most of the investigators said that they have the habit of frequently browsing Moments and WeChat groups, and the proportion of deep users reaches 65%, including those over the age of 40. In the survey, it was also found that many older respondents have also used smartphones one after another. With the help of their children, they have begun to use new media applications such as "WeChat".

1. Introduction

At present, the living environment of traditional national sports is undergoing great changes. In the face of the continuous lack of subsequent skill disciples, the continuous loss of folk sports, and the interruption of the inheritance chain, the inheritors and old artists feel helpless and sad [1-2]. Experts and scholars generally believe that due to the disconnect between folk sports and real life, the public's sense of identity and social participation is low; there are many practical problems such as lack of inheritance motivation [3-4]. With the development of the Internet and the progress of the media, the birth of new media has changed the relatively one-way communication situation of

traditional media, and society has entered an era of "individual activation", which provides a brand new opportunity for the inheritance of folk sports [5-6].

With regard to the research on the inheritance path of different nationalities' traditional sports culture based on the new media environment, many scholars at home and abroad have conducted research on it. The research of Zhiyuan Z found that the inheritors of the traditional martial arts of the She nationality in eastern Fujian have difficulty standing in the trend of modern society. The traditional martial arts of the She nationality are rarely included in ethnic school curricula. Therefore, the inheritance and development of the traditional martial arts of the She nationality in East Fujian should focus on protection, innovation, and development [7]. S Wang specifically analyzes the traditional sports culture of ethnic minorities in Enshi Tujia and Miao Autonomous Prefecture in Hubei Province, and at the same time interprets the development characteristics and functions of some ethnic minority sports in my country. Based on the investigation and research on the development status of ethnic minority traditional sports, it goes further corresponding suggestions are put forward for the development and inheritance of traditional sports culture [8]. Huan D D believes that the basic principles that must be adhered to if you want to inherit the traditional sports culture of ethnic minorities mainly cover the integrity, uniqueness, difference, developmental inheritance, and appropriate development. The inheritance path includes how to promote the adaptation of traditional ethnic sports to the culture of modern society, actively carry out the declaration of intangible cultural heritage, establish and improve the database and information database of related ethnic minority traditional sports, etc. [9]. Although there are many related studies on the inheritance path of the traditional sports culture of different nationalities in the new media environment, no solution has been given to solve some other problems. Therefore, it is necessary to strengthen the research on it.

This paper analyzes the factors restricting the development of traditional national sports culture, and puts forward the selection methods of different national traditional sports culture inheritance paths under the new media environment and the strategies for optimizing the inheritance of different national traditional sports culture under the new media environment, and then use questionnaires to conduct surveys. The public's awareness of the spread of traditional national sports culture is investigated.

2. Inheritance Path of Different Nationalities' Traditional Sports Culture in the New Media Environment

2.1. Factors Restricting the Development of Traditional National Sports Culture

(1) Limited Physical Condition

Traditional sports activities have certain geographical and physical conditions. With their development, these factors will limit their better inheritance and development. Some classic and excellent sports activities are mostly found in mountainous or rural areas, where transportation is extremely difficult, and communication with the outside world is even more difficult, making these sports activities unable to get rid of the geographical and environmental constraints. The economic development of rural and surrounding areas is underdeveloped, and there is a lack of financial support from government agencies for the development of sports activities, making some traditional sports projects only passed on locally and failing to realize their value. In cities where people have a lot of free time but the way of entertainment is constantly changing, people's enthusiasm for participating in sports activities is low, and there is a lack of professional venue support. Some specific traditional ethnic sports activities have only a certain audience in the local area, and when

they are promoted to other areas with different historical cultures, people's appreciation and acceptance are not large enough [10].

(2) The Number of Inheritors is Decreasing

Traditional folk sports require oral guidance and repeated practice to master the skills of this sport, but in many cases, the heirs are older. Although their personal skills are excellent, they are limited by age and health problems, which makes it impossible to pass on part of the content and development. Some parents are unwilling to let their children learn traditional national sports, and the number of learners is also declining. Some organized sports require a large number of participants, and competitions and events are difficult to gather enough manpower, which is not conducive to expanding the scope of influence. At present, many non-foreign cultural heritage sports events in my country have not reached a high level of development. They can only be learned and displayed in a relatively small professional environment. They cannot attract more people to participate in sports activities and cannot form a good inheritance potential [11].

(3) Poor Project Adaptability

Traditional sports activities have not been innovated and optimized in time in the process of modern development, resulting in poor adaptability of some sports items and high dependence on equipment and props, which is not conducive to large-scale development and inheritance. Under the background of economic development, people are more willing to choose ordinary activities such as basketball and badminton to relax and strengthen their physical fitness. However, some traditional sports events have fewer participants and cannot fully adapt to professional sports venues, leading to the development of traditional national sports. Some of these activities have lost their appeal to the public and have not taken care of audiences of different ages [12].

2.2. Choices of Inheritance Paths of Different Nationalities' Traditional Sports Culture in the New Media Environment

(1) Closely Integrate the Regional Characteristics of Different Ethnic Groups

All national sports cultures are created by the natural environment, production methods, inter-ethnic wars, inter-ethnic communication and other internal and external factors. Geographical environment is an indispensable foundation for all stages of human survival and development. Human beings can also create different sports cultures in different environmental areas. Therefore, the dissemination of traditional sports culture of various nationalities must be closely related to their daily behaviors and festivals in order to highlight their national and regional characteristics.

(2) Integration into the School's Local Sports System

Incorporating the original traditional national sports into the school sports system and scientifically transforming and processing it is conducive to the inheritance and development of its culture. Traditional national sports originate from life itself, and school sports is an important place and medium for the dissemination and dissemination of various cultures. On the one hand, it can enrich the content of school physical education courses. On the other hand, through the school platform, mass sports with negative factors such as original forms or some spiritual and religious customs can be redesigned and packaged, so that it can be scientific and standardized to adapt to social development. And the needs of the masses, so as to better innovate, promote and popularize.

(3) Hot Heritage Topics in the New Media Environment

The emergence and development of new media has broadened the depth and breadth of traditional national sports inheritance and broke the traditional inheritance boundaries. In the new media environment, successors are not necessarily capable or "spiritual leaders" of traditional

national sports organizations. Due to the interactivity and timeliness of new media communication, anyone can become a communicator of traditional national sports and freely express their views and ideas. Of course, the premise is that the content is legal to make traditional national sports more colorful, and compelling content can be loaned out.

(4) Diversified Transmission Media

After entering the new century, changes in media, radio, television, movies, and the Internet, the successive introduction of new media, and the emergence of new heritage media have prompted historical changes in the heritage of traditional national sports. In the new media environment, traditional national sports are mainly broadcast through various Internet-based devices, such as digital applications, websites, social media software such as QQ, and media platforms such as Weibo and WeChat. The use of new media breaks the time and space limitations of the inheritance of folk sports traditions, and the capacity and scope of inheritance is much larger than that of traditional media. On the other hand, the three-dimensional heritage environment created by new media in the heritage makes the heritage more vigorous and creates a unique the integrated heritage atmosphere is also easier to be accepted by the public.

2.3. Strategies for Optimizing the Inheritance of Traditional Sports Culture of Different Nationalities in the New Media Environment

(1) Strengthen the Work of Excavation and Solicitation and Increase Publicity

The vitality of traditional national sports lies in its national character, and the reason for its sustainability is that it contains cultural connotations of different nationalities. Therefore, in the process of excavation and sorting, efforts should be made to preserve the core content of national characteristics, extract the essence and remove the scum, make efforts to excavate the competitive characteristics of traditional national sports culture, and pay attention to protecting national characteristics. In the process of accelerating the modernization of various national traditional sports.

(2) Increase Funding and Political Support to Ensure the Effective Operation of the Inheritance Mechanism

The inheritance of traditional national sports culture is inseparable from government guidance and economic support. In order to realize the inheritance of the traditional sports culture of various nationalities, it is necessary for the people and the society of all nationalities to jointly complete the handover and continuation of the culture and realize the development, coexistence and tolerance of the image.

(3) Realize the "Trinity" of Community, School, and Family Education

The "trinity" of school, family, and community is a form of socialization and popularization of sports. The development of the "trinity" of community, school, and family education will realize the multi-faceted development of traditional brown sports culture in the broadcasting space and broadcasting system.

3. Investigation and Research on the Inheritance of Traditional Sports Culture of Different Nationalities in the New Media Environment

3.1. Research Methods

This article uses an online questionnaire survey method to conduct a questionnaire survey of the public's awareness of the inheritance of traditional sports culture of different nationalities in the new

media environment.

3.2. Data Collection

This article mainly uses the questionnaire star to distribute questionnaires online. A total of 285 questionnaires were distributed online. Because there will be a small reward after filling in the questionnaire, the effective rate of the questionnaire returned is 100%.

3.3. Data Processing and Analysis

This article uses SPSS 22.0 software to count and analyze the results of the questionnaire, and conduct a t test. The t-test formula used in this article is as follows:

$$t = \frac{\overline{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \tag{1}$$

$$t = \frac{\overline{X}_1 - \overline{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2}(\frac{1}{n_1} + \frac{1}{n_2})}} \tag{2}$$

Among them, formula (1) is a single population test, $\overline{x}$ is the sample mean, s is the sample standard deviation, and n is the number of samples. Formula (2) is the double population test, s_1^2 and s_2^2 are the variances of the two samples, and n_1 and n_2 are the sample sizes

4. Investigation and Analysis of the Inheritance of Traditional Sports Culture of Different Nationalities in the New Media Environment

4.1. People's Daily Use of New Media

First, analyze the new media contact habits of the respondents: In the effective questionnaires that were collected, 92.6% of the respondents said that they often use WeChat, a new media tool, and 43.5% of the respondents said that they use QQ, 29.8% and 35.6 % of respondents will use web search news and news software to watch news, and a small number of people use Tieba. Most of the investigators said that they have the habit of frequently browsing Moments and WeChat groups, and the proportion of deep users reaches 65%, including those over 40 years old. It can be seen that WeChat has become an indispensable new social media application in people's daily life, As shown in Table 1 and Figure 1.

Table 1. Usage habits of new media tools

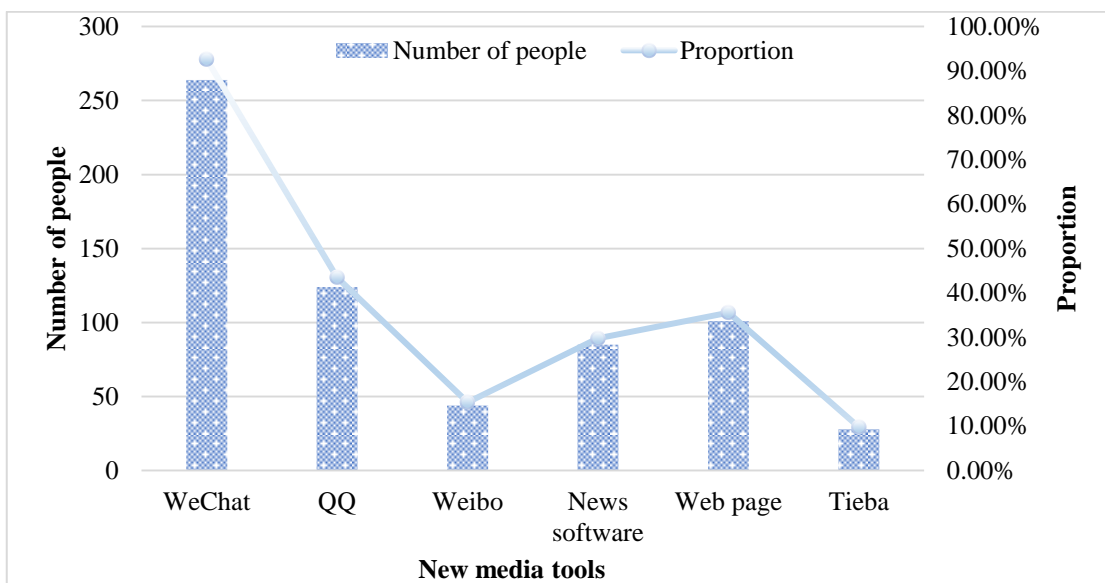|	WeChat	QQ	Weibo	News software	Web page	Tieba
Number of people	264	124	44	85	101	28
Proportion	92.6%	43.5%	15.4%	29.8%	35.6%	9.8%

Figure 1. Usage habits of new media tools

In addition, a new phenomenon worthy of attention. In the survey, it was found that many older respondents have also used smartphones one after another. With the help of their children, they began to use new media applications such as "WeChat". This part of the survey respondents have a stronger sense of ethnicity than the young elderly. They are willing to watch or read carefully when they obtain relevant information about their ethnic group through new media applications such as "WeChat", and are keen to forward it. It is helping to spread the culture of the nation, and it is what should be done.

4.2. Level of Understanding of the Traditional Sports Culture of the Ethnic Group

Next, a survey was conducted on the survey respondents' understanding of their own traditional sports culture, and the survey results are shown in Figure 2.
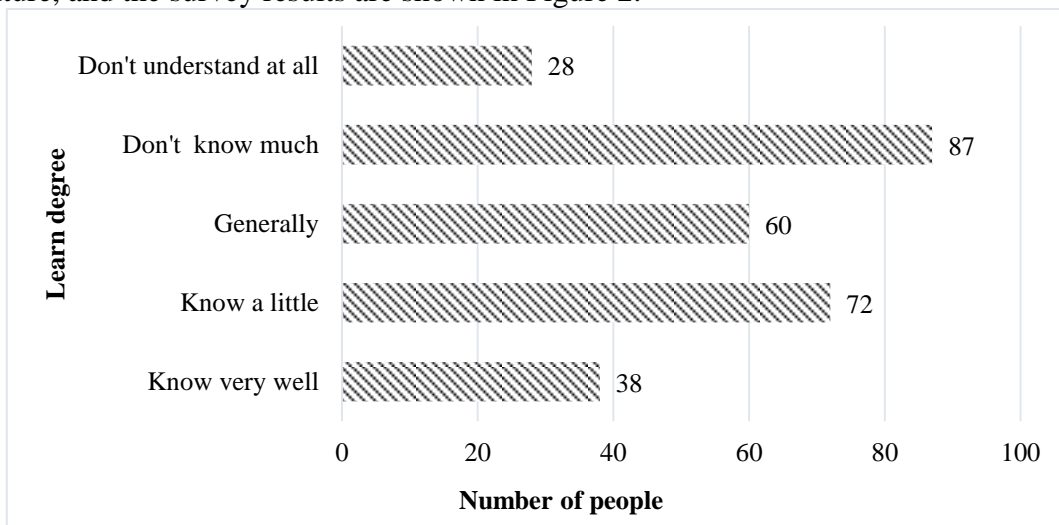

Figure 2. Degree of understanding of traditional sports of the ethnic group

It can be seen from Figure 2 that most people still don't know much about their own traditional sports culture. Only 38 people have a good understanding of their own traditional sports culture. 72 people know a little bit, accounting for 25.6%. Most people said that they didn't know much, accounting for 30.5%, and 28 people who didn't know at all, accounting for 9.8% of the total. Generally speaking, the level of understanding is not very high. It requires the government and people of all ethnic groups to make public efforts to spread and carry forward the traditional sports culture of the ethnic group, enhance the identity of the She ethnic folk sports culture in the new media environment, preserve the traditional sports of different ethnic groups, and speed up the ethnic minorities. The process of regional industrialization promotes the economic development of ethnic minority regions.

5. Conclusion

With the continuous development of science and technology and the continuous upgrading of new media technology, there will be more and more choices for the inheritance of traditional sports culture of different nationalities in the new media environment, but no matter which path is chosen, the core culture of traditional sports of different nationalities cannot be ignored. Inheriting and developing the excellent traditional sports culture of different nationalities is not only an important measure of the state in protecting the culture of ethnic minorities, but also one of the priorities of the party and the government. The emergence of new media technology can be said to be a new opportunity for the inheritance of traditional sports culture of different nationalities, providing more new inheritance paths for folk sports, and the combination of new media technology and the inheritance of traditional sports culture of different nationalities Has become the general trend.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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