Retraction

Retraction: Opportunities Challenges Countermeasures: Physical Health Promotion of College Students in the Era of Big Data (J. Phys.: Conf. Ser. 1744 042244)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Opportunities Challenges Countermeasures: Physical Health Promotion of College Students in the Era of Big Data

Weiwei Lin*

College of Physical Education, Sichuan Minzu College, Sichuan, China

*Corresponding author e-mail: linweiwei0130@scun.edu.cn

Abstract. The physical health of college students is an important issue related to the output of qualified talents in colleges and universities. The research methods such as the literature method are used to analyze the opportunities and challenges faced by the physical health promotion of college students in the big data era. Help to provide self-real-time monitoring and timely and effective diagnosis; self-media communication can help provide more scientific guidance; the scientific use of big data can assist in the comprehensive management of problems. The main challenges are mainly from the difficulty of college physical education curriculum reform and the weakness of students' physical consciousness, and put forward countermeasures.

Keywords: Big Data, College Students, Physical Health, Opportunities, Challenges

1 Introduction
Since the founding of the People's Republic of China, the Chinese government has attached great importance to the physique and health of students for a long time, and domestic experts and scholars have also conducted a lot of related research. In 2014, the National Physical Fitness Monitoring found that the current physical fitness and health of Chinese students have a decline in physical fitness and an increase in obesity and myopia [1]. Lu Li et al. (2017) evaluated the implementation effect of the National Student Physical Health Standard 2014 Revision, and believed that the formation of the forced mechanism has prompted students to pay more attention to physical health testing. 4. The trend of rapid decline in physical fitness in the fourth grade is under control [2]. Nevertheless, the physical health of college students is still not optimistic. With the advent of the era of big data, which affects global production, consumption activities, economic operation mechanisms, social lifestyles and national governance capabilities, school sports are also profoundly affected [3]. In the context of the era of big data, what opportunities will college students face for physical fitness promotion? What challenges are involved? How to deal with it? Based on these problems, the article has made some explorations, with a view to providing some reference for college students' physical health promotion.

2 Opportunities for College Students' Physical Fitness Promotion in the Era of Big Data

2.1 Artificial Intelligence Wearable Devices Provide More Comprehensive Diagnosis for College Students
With the deep integration of China's sports industry and technology industry, the sports health industry has ushered in new development opportunities. Especially with the advent of the era of big data, artificial intelligence wearable devices based on multiple technologies have emerged. Because college students are more capable of accepting new things, the coverage of artificial intelligence wearable devices in this group is broader. With the improvement of China's productivity, the price of artificial intelligence wearable devices has become closer to the people. At present, health sports software with smart watches, mobile phones, etc. as carriers are numerous and have their own characteristics and advantages. People can choose flexibly according to their own preferences. In the case where the state attaches great importance to the student's physical testing, the education department has also issued corresponding policies to encourage and guide college students to actively exercise, and the popularity of campus sports activities has also been significantly improved. The widespread popularity of artificial intelligence wearable devices has provided effective help for college students to carry out scientific exercises. Through real-time feedback from mobile terminals, college students can make daily evaluations of their exercise volume, thereby objectively diagnosing whether their exercise volume on the day or even a certain stage reasonable. In recent years, with the advancement of technology, some artificial intelligence wearable devices have become increasingly powerful, which can simultaneously monitor the human heart rate, sleep and other state indicators, thereby improving the timeliness, scientificity, and comprehensiveness of daily monitoring of personal constitution. The widespread popularity of artificial intelligence wearable devices has changed the way of past personal fitness monitoring and evaluation, and the gradual vectorization of self-evaluation development from perceptual self-evaluation is more conducive to the improvement of college students' daily exercise results.

2.2 The Method of Communication from the Media Provides more Scientific Guidance for College Students

Accompanied by big data, mobile Internet technology has also developed rapidly in recent years. The widespread use of portable mobile terminals has made it easier for people to obtain massive amounts of information in the era of self-media. Compared with traditional newspapers, books, and other media, video resources can provide richer content and more intuitive vision; portable mobile terminals have also freed them from the shackles of network cables. Based on the self-media communication method, the transmission of fitness guidance information is more convenient and efficient. At present, college students have basically achieved full coverage of smartphones, and they can learn physical exercise knowledge anytime and anywhere on their phones. With the development of modern science and technology, a large number of advanced physical exercise methods have been proposed, and their scientific degree and effect have been greatly improved. Using mobile phones, college students can easily obtain various knowledge about physical exercise on the network platform, and the degree of convenience is different from the past. The continuous improvement of the physical fitness of college students depends on long-term personal exercise adherence, on the other hand, it requires more scientific exercise concepts and exercise methods as guidance. In the way of self-media communication, the contents of these scientific guidance can be delivered to the college students at a faster speed, and a wider coverage can be provided in the most convenient way to ensure that more people can understand and adopt in time. Therefore, in the era of self-media, college students will have more and more advanced guidance resources in participating in physical exercise. Their scientific level of physical exercise is also higher, which is more conducive to the improvement of exercise results.

2.3 Big Data Provides Objective Basis for the Management of College Students' Physical Health Problems

Although the continuous decline in the constitution of our students has been controlled to some extent, the overall situation has not changed significantly. Under the social governance structure of co-construction and co-governance sharing, the dilemma of college students' physical health problems has been resolved, and it is a feasible measure to propose a feasible solution Problems to be solved
[4]. Based on the national level, the introduction of relevant incentive policies needs to be based on objective reality, and analysis and discovery of the core links and key issues are an important prerequisite. With the help of big data, it is possible to effectively analyze and evaluate the physical health status of college students, find the weak links of college students' physical health, and explore the causes of problems to influence the weight. Through real-time monitoring and evaluation, it can help the country to objectively grasp the true state of college students' physical health, thereby facilitating targeted decision-making in order to solve real problems. At the same time, according to the results of timely feedback of big data, it can also be used as a basis for evaluating the effectiveness of national policies, thereby providing an objective basis for further adjustment and modification of policies. Based on the school level, with the help of big data analysis, we can clearly discover the weak links of the physical health of college students, and promote the teaching reform in a targeted manner, so as to ensure the steady improvement of the health of college students. At the same time, as a tool for inspection and evaluation, it can regularly feedback the effectiveness and shortcomings of the school's teaching reform, and provide an objective basis for further improving the effectiveness of school sports. In the era of big data, whether it is at the national level or at the level of specific policy executors, it is possible to clarify the direction and focus of reform through big data mining, and help the effective and comprehensive management of physical health problems of college students.

3 Challenges of College Students' Physique Promotion in the Era of Big Data

3.1 College Physical Education Courses Face New Challenges

The types of big data include various types of web logs, audio, video, pictures, geographic location information, etc. In the Internet era, when personal computer users obtain information through the network, they have also become the producers and disseminators of information. Data has brought explosive growth, more variety [5]. In the era of self-media developed with the help of big data, a variety of online courses are dazzling. A large number of sports industry workers have begun to use courses such as computers, mobile phones and other media terminals to self-produce courses using platforms such as Xuetong, Wisdom Tree, and Mu Class. And use the Internet to spread widely, in addition to broadening the horizons of teachers and students, it also poses challenges to traditional physical education courses: traditional teaching concepts and teaching methods must be reformed, and outline physical education content cannot meet the diverse needs, the comprehensive teaching ability of physical education teachers needs to be further improved [6]. The current college physical education curriculum generally adopts a relatively single form of content to teach students collectively. The space and time are relatively fixed. It is difficult to take into account the diverse needs of students' hobbies. In the era of big data, students can obtain relevant knowledge more conveniently and freely according to their interests, not limited to the acquisition of knowledge in traditional physical education classrooms. They also cater to the psychological characteristics of college students. Without reform, it is easy to cause students to be bored and cause the quality of teaching to decline. Under the current big data background, the reform of college physical education curriculum will inevitably put forward new requirements for the comprehensive teaching skills of physical education teachers. Traditionally, attention to sports skills and the neglect of multimedia teaching skills will inevitably fail to adapt to the development of the new era. It is undoubtedly a huge challenge.

3.2 College Students' Physical Consciousness Faces Challenges

At the university stage, with the improvement of national requirements, although the importance of college students on physical fitness has increased, the cultivation of good sports habits and lifelong sports awareness is a long-term process. Work together. Under the current situation that online course promotion is becoming more and more common, college students have more freedom to acquire relevant knowledge, which also means that the college students' awareness of physical education is increased. Due to the shortcomings of the exam-oriented education over the years, the physical education that our college students receive at the basic education stage is relatively weak. The
importance of physical education courses for students in primary and secondary schools was not highlighted, and a large number of physical education courses were transferred to other courses to teach, resulting in students' mastering of sports skills relatively rusty. In the context of exam-oriented education, out of consideration of the scores of the entrance examination and the college entrance examination, a large number of teachers and parents do not support students to take extra-curricular physical exercises to ensure that students have more time to study cultural courses, resulting in a lack of opportunities for students and weak sports awareness. Based on this, we should pay more attention to the challenge of college students' sports consciousness in the era of big data.

4. Strategies to Promote College Students' Physical Fitness in the Era of Big Data

4.1 Give Full Play to the Advantages of Online Publicity in the Era of Big Data

At present, big data has been widely used in all aspects of society. By taking advantage of the network publicity advantages of the self-media platform, it can effectively arouse the attention of the society, universities and college students on physical health. One is the use of self-media platforms for publicity throughout the entire society, which effectively and effectively resonated with the public, increased the importance of sports for all people, and then promoted the public to establish a correct sports awareness and a strong sports culture. The second is to rely on the publicity effect brought about by the traffic era to cultivate sports "net celebrities" and lead the formation of social sports training. The third is to make full use of QQ, WeChat and other social platforms to carefully interpret and fully publicize the relevant national policies on college students' physical health, so that college students can understand the policies and pay more attention to them.

4.2 Strive To Create an Atmosphere of Sports Activities on and Off Campus

The promotion of physical fitness of college students needs to be supported by a good campus sports activity atmosphere, which is more conducive to improving the sports participation of college students in a rich atmosphere. get on. First, through the reform of the existing physical education curriculum, change the rigid content setting and the more rigid class mode, enrich the teaching content and teaching methods, inspire college students to participate in physical education curriculum, and then create a good classroom atmosphere. The second is to further enhance the sense of innovation, in the organization of extracurricular sports activities to achieve diverse projects, diverse forms, and more to meet the different needs of students. The third is to further increase support for individual sports associations, encourage students to independently establish sports interest groups, and properly solve the problem of professional teachers' extracurricular guidance. Fourth, according to the actual needs of students passing the physical test, guide the students of sports majors to guide them by category, and boost the confidence of college students in physical fitness tests [7-10].

Conclusion

With the advent of the era of big data, college sports is faced with both opportunities and challenges in China. As an important part of higher education, college sports is also difficult to stay out of this background, cater to development trends, and grasp the opportunities brought by the times. The development of college physical education is undoubtedly of great significance. When the physical health of college students is still not optimistic, it is undoubtedly of great significance to promote the reform of physical education curriculum, create a campus sports atmosphere, and improve the effect of social governance. Therefore, under the strategic direction of the country to vigorously promote the development of big data, grasping the favorable situation brought by the era of big data is a major opportunity to steadily improve the physical health of college students.

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