Research on the Importance and Application of Big Data to Equine Culture Communication

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Abstract. China is an ancient civilization with a long history. However, in the long history, horses have played a key role in the production and life of the people, so later generations compare the performance evaluation to "sweat horse work". From a certain point of view, the role played by horses in the formation and development of civilization is far more than that of human beings. Unlike other animals, the power, speed, and value of the horse have a positive effect on people's daily lives. Since the domestication of the horse, it has contributed more profoundly to the development of China's way of life and the process of social history and has also made remarkable contributions to the far-reaching development of ancient Chinese agriculture and industry. Therefore, for different ethnic groups in different regions, their roles in the production of the local people at that time were also varied, so each region gradually formed equine culture in line with its own regional development. Besides, the horse culture has also influenced other aspects of human beings. However, nowadays, with the continuous development of science and technology, the status of horses in human life or production is declining rapidly. The article introduces the connotation and characteristics of equine culture and big data, deeply analyzes the main relationship between big data and ethnic culture communication, the problems of equine culture communication in the current stage, and proposes strategies to solve them, so as to provide a reference for the communication of equine culture under the background of big data in the new era.

1. Introduction
It has long been predicted by leading American experts and scholars that the main foundation underpinning our society in the 21st century will be the consumption of information. In today's information age, the public is increasingly concerned about the development of advanced technology and has become more and more dependent on information. New terms such as "information redundancy" and "information overflow" are also gradually appearing in the public's eyes, reflecting the need for the public to possess the most basic information analysis and judgment skills in this new era. In other words, the ability to analyze and process big data is needed.

2. Concept and Characteristics of Big Data
Big data refers primarily to the collection of huge amounts of data from a variety of sources, taking advantage of the multiplicity of forms of information, which are generally time-sensitive. It has been found that the term "big data" is largely known to the general public as a result of the recent United Nations white paper "Big Data for Development: Challenges and Opportunities", which drew worldwide attention. At present, information technology has not formed a more standardized and unified definition of big data. And the industry widely circulated meaning is big data, also known as big-block data, a huge amount of data or massive data, mainly referring to the huge amount of information collected, so it can't be managed within the scientific period using interception or
processing, or it can be quickly interpreted as the information that human beings need to interpret. With the in-depth study of this major, it is easy to see that in the information age, the public's knowledge and understanding of this concept has gradually deepened, and the main characteristics of big data have extended from 3V and 4V in the early days to 8V in the current phase, which is the eight English words beginning with the letter "V": Velocity, Volumes, Value, Veracity, Vitality, Variety, validity, and Visualization. In today's era where information is more developed and gradually becomes the basis of people's lives. The information data in daily life will be extracted more valuable information from the ever-expanding sources of information data. In today's information age, the regional status of China's ethnic minorities is weakened, and based on the new technological environment. How to achieve efficient dissemination of their culture has become an urgent problem to be solved.

3. Meaning and Characteristics of Equine Culture
Chinese equine culture mainly refers to the overall spiritual and material wealth related to horses in the long historical practice of human society, which mainly includes the domestication, cognition and use of horses by human beings, or the horse-related sports and arts created by human beings. As one of the countries with the longest history of horse domestication since the existence of human civilization, China is also a country with a more developed horse culture.

The equine culture has the following characteristics: Firstly, China's equine culture has a long history, from the moment of the birth of Chinese civilization 5,000 years of culture, equine culture has always been accompanied with the development and progress of our nation, and to a certain extent, it has played a role in promoting it. From hunting, horse taming, feeding to labor, riding, communication, transportation, warfare and other aspects of a maximum application, so we can see that China's traditional culture is horse culture first. Secondly, China's equine culture has a wide range of hunting, and all the fields involving human production and life have horse culture. Such as transportation, medical, military, science and technology, education and other aspects related to people's lives are closely related to horse culture and horses. Thirdly, our equine culture's status is remarkable. In our traditional culture, equine culture is the core of the main components, is also the representative of Chinese traditional culture and the foundation, but also the main support of Chinese civilization. It should be said, the development of traditional Chinese culture and the development of equine culture is closely linked. Fourthly, equine culture has a great influence as the spiritual sustenance of Chinese people on the people's scientific research, life, living, social development, war, leisure activities, art appreciation, political and economic policies, etc. The above influence does not only stay in the past, but also has a far-reaching influence on today's society. With the continuous development of equine culture in China, its influence on the general public will be even more far-reaching. Fifthly, the public takes the promotion of horse culture as the theme. In ancient China, all emperors had the behavior of riding, loving and being good to horses, and the "horse policy" promoted by all the dynasties also played a positive role in guiding to a certain extent; the use and praise of horses by the public also played a certain role in promoting the development and improvement of equine culture. Sixthly, the manifestations of equine culture in China are relatively rich. At the present stage, in the medium manifestations of animal literature and art, sport activities and folk culture, there are most records and applications of horses in China, and their craftwork and techniques have reached a relative peak level. Seventhly, there is little dissemination and exploration of horse culture in the new era. In our country, no matter what period of time, both in the past and today, the group of people who like horses is obviously more than the group of people who work with horses. Therefore, at this stage, there is a lack of professional research institutions and organizations for horses. There are problems such as a few creations, few inputs, few reports, and a big data platform to be improved.

4. The Importance of Big Data for the Dissemination of Equine Culture
Nowadays, with the increasing level of economic development, the contradiction between modern traditional culture and traditional equine culture is the main social contradiction caused by the development of various fields of society. Therefore, how to correctly view the fusion of modern civilization and traditional equine culture, the public's analysis of the advantages and disadvantages of
the impact of the spread of equine culture on traditional culture, and the influence of big data on the form of communication of equine culture can all reflect the importance of big data.

4.1. Big Data is a "Booster" for the Transmission of Equine Culture

As we all know, the traditional equine culture is promoted by the people with its national characteristics. However, on the other hand, in the long development history of equine culture, due to the low productivity and cognitive limitations in ancient times, there are many backward and ignorant elements in horse culture.

Most of China's ethnic regions are located in areas with closed transportation, which has gradually developed into a unique cultural tradition, and equine culture is no exception. When human civilization was still in the stage of underdeveloped information, the spread of culture only relied on backward interpersonal communication, and was limited to a relatively closed region, this communication characteristic prompted many historical and cultural traditions and language and cultural elements were lost. And precious paper records were also incomplete due to improper storage or older age.

4.2. Equine Culture is the "Palette" of Big Data

The selection of Big Data information is specific to the dissemination of cultural information, and the large amount of information to be disseminated is further filtered according to data selection criteria and personal preferences. The main criterion in cultural communication is the "uniqueness" that it contains. Because of this quality, equine cultural communication also attaches great importance to the uniqueness of the selection of data information. Nowadays, in the era of widespread information broadcasting, the aesthetic fatigue of mainstream culture, such as violence and "red" messages, has become apparent to the general public.

The traditional horse culture is like a fresh stream of art into the era of big data, which not only has ancient and mysterious cultural elements that are different from Western contemporary civilization, but also advocates a return to nature and simplicity on the basis of cultural communication that is filled with the ideas of gold worship and personal heroic attention. Taking the Inner Mongolian equine culture as an example, the horse is a symbol of spiritual connotation in Mongolian culture, and the Mongolians have created a large number of poems, hymns, folklore and fables with the horse as the main subject. Among them, the traditional Mongolian culture has the richest and most distinctive content of hymns in praise of horses. In Mongolian hymns and historical records, the image of heroes is mostly rendered by horses and they appear in the public view as a whole. Therefore, as the "palette" of big data, horse culture has a certain role in promoting the development of modern civilization.

5. Main Problems in the Dissemination of Equine Culture at Present

In the process of the wide spread of big data in China, it is inevitable to develop into the trend of such as "elite centralization" and "urban centralization". Therefore, the cultural encroachment caused by the spread of equine culture in the era of big data is becoming more and more obvious in China's ethnic minority regions.

5.1. Reduced Ability to Identify Big Data Tools Stems from Obedience to Foreign Cultures

At present, with the support of policies and the continuous development of their own economies, the level of big data informatization in China's ethnic minority regions has been greatly improved. However, although the level of hardware facilities has improved, the level of software is still at a relatively low level. Ethnic minority regions generally lack their own big data information discourse rights. To a certain extent, the spread of equine culture in the era of big data mainly revolves around mainstream culture, which mainly reflects mainstream values. First, the use of big data to achieve the spread of equine culture is to introduce the more advanced contemporary ideas into minority regions; second, minority regions' obedience to the more advanced contemporary foreign cultures will inevitably lead to the dispersion of their own cultures. Therefore, under such circumstances, it becomes very important to know how the relevant regions can "take the best and remove the worst" of big data references.
5.2. Neglect of Big Data Function

Most of the minority areas in China are still dominated by agriculture and animal husbandry. This kind of labor mode is due to the backward traditional farming and animal husbandry production mode, and it is not conducive to the use of its own resources to develop the tertiary industry, resulting in the economic development level of the region still lags behind the economically developed areas. Due to the lack of big data information cognition, the cognition and use of big data function in this region is only in the primary stage, and the enormous energy of modern information can not really affect the dissemination of horse culture. Under the background of today's market economy, information is the symbol of developed areas. Big data means leading the backward agriculture and animal husbandry economy to get rid of the backward economic development mode in the form of data analysis. More importantly, the use of big data information analysis technology to collect relevant data, on this basis to analyze the advantages and disadvantages of horse culture, and further promote the process of horse culture communication. Still taking Inner Mongolia horse culture as an example, in recent years Inner Mongolia has also gradually attached importance to the spread of equine culture, such as holding a series of equestrian activities and horse-related sports activities. Although such activities are of great significance, they are still very single in terms of transmission channels. The reason is that it does not make good use of the big data analysis platform, and also lacks a wide publicity of its own characteristics and culture. As a result, although the activities organized have been in line with international standards and the more advanced rules of horse racing have been applied, they are not as effective because of the remoteness of the region and the lack of information.

6. Analysis of the Use of Big Data for the Communication of Equine Culture

6.1. Building Awareness of Big Data Information for Horse Culture Communication

Based on the current situation, the biggest obstacle to the dissemination of big data on equine culture in China still stems from the backwardness of public awareness. Most people still passively accept big data and information technology tools. It has not really established its own awareness of horse culture characteristics, and has not carried out the publicity of characteristic culture in the major media. In general, the big data technology for equine culture communication is still in a primitive state. Therefore, the prerequisite for the creation of a big data model of horse culture communication is to encourage the receivers and decision makers to establish a more advanced ideology, pay enough attention to the development of big data, and establish and improve big data related working mechanisms.

About 8000 to 5000 years ago, the Inner Mongolia people started the chapter of wild horse domestication in the Inner Mongolia Plateau. Based on the difference between the horse and other animals, the horse has the characteristics of galloping like flying, strong and powerful. The Inner Mongolian people think that horse is one of the "ninety-nine gods" and the God sent to the world by the God of heaven. It shoulders the mission of spiritual communication between "God of heaven" and human beings. There are many legends about horses in Inner Mongolia, but only a few of them are actually handed down. And the people in other regions know even less. Therefore, it is necessary to establish a correct awareness of equine culture communication based on big data.

6.2. Highly Educated People As "Opinion Leaders"

The audience's decision is mainly based on the opinion leader's viewpoint, and the opinion leader in a field is usually a person of high cultural background and status who is more interested in current affairs and news than the general public.

University students are the most educated people in China's minority regions, so they are the "opinion leaders" in the spread of horse culture. Nowadays, college students are responsible for the construction of the motherland. So as the main group of people who are exposed to big data information, their professional knowledge and the degree of information acceptance also have a direct impact on the overall level of big data in China. Strengthening their big data information technology also plays a vital role in the sustainable development of the future society. As a unique knowledge group, opinion leaders in minority regions are at a major stage of social development, so their interests
are broad and their desire for knowledge is strong. In the dissemination of equine culture, this group, as the main force of cultural dissemination, has strong professional qualities of big data information technology, so it plays an important role in the wide dissemination and development of equine culture. Therefore, it is an urgent and important historical task to improve the level of information education of college students in minority areas, which is of great significance to strengthen the education of ethnic unity, spread healthy traditional horse culture and improve the soft power of national culture.

7. Conclusion
In today’s era, the image of horse in our traditional culture is also widely spread around the world along with the footsteps of Chinese. The way of spreading horse culture is also gradually changing into a modern way of communication based on the big data. Therefore, ensuring the advanced nature and age of horse culture is closely related to the support of big data in the context of information technology. Whether it is the generalization of issues or the adjustment of artistic standards, big data platforms are needed to achieve better and faster dissemination of horse culture. Therefore, the influence of Big Data on the communication of equine culture is far-reaching and its importance is greatly enhanced.

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