Retraction

Retraction: The Connotation and Construction of College Football Culture based on the Big Data Under the Background of Campus Football Reform (J. Phys.: Conf. Ser. 1744 032141)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity.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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The Connotation and Construction of College Football Culture based on the Big Data Under the Background of Campus Football Reform

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Abstract. With the continuous reform of campus football, in the current physical education, football has become one of the competitive sports that students like. This is not only a form of sports, but also a manifestation of culture and a transmission of spirit. Football can not only effectively train the body of students, but also create a strong cultural atmosphere in colleges and universities. It can cultivate students' unity, mutual assistance, hard work, patriotism and other beautiful character qualities. However, in some current colleges and universities, there are certain problems whether it is the connotation of football culture or its construction process. Therefore, this paper analyzes the connotation and construction of current football culture in colleges and universities, and puts forward certain solutions based on the big data, hoping to improve the development of college football.

Keywords: Campus Football Reform Background, College Football Culture, Connotation, Construction, Big Data

1. Introduction
Football is one of the main sports in my country. In ancient times, football was called "Cuju". With continuous development, the number of football players and the number of fans have a certain influence, and it has become a highly regarded sport in the world. In recent years, my country has attached great importance and support to the construction of football culture in colleges and universities. Campus football has been carried out throughout the country, so that football culture has been effectively promoted. Therefore, in order to promote the development of quality education and innovate physical education in colleges and universities, we must follow the rules of football development, create a perfect management system, popularize football, promote the enthusiasm of football culture, and make the physical and mental health of college students have a positive development.

2. Campus football culture
On the campus, football culture is mainly to guide students to learn the correct basic knowledge of football culture, so that students can master basic football skills. In the process of participating in football, students can achieve all-year development of moral, intellectual, physical and mental health.
Generally speaking, football culture is composed of three aspects: material, system and spirit. On the campus of colleges and universities, football culture is in a university environment, with college students and school teachers as the main body. Using football to learn related football knowledge and development process, you can master different skills such as football. In the course of learning, the material, system, and spirit related to football can be effectively promoted, reflecting the cultural characteristics of the entire university.

3. The current connotation and construction of college football culture

3.1. Lack of cooperation and exchanges between universities
In current colleges and universities, general football games are held from within their own schools, and the combination with other colleges is not close enough, and the development of football lacks depth and breadth.

3.2. The school supports a single way
In the current colleges and universities, football sports culture has received the attention and support of the school, but the support is only in the maintenance of funds. Many teachers and students are unwilling to participate due to the influence of time. Although there are times when football games are guided by teachers, the school does not have a clear policy, which leads to certain restrictions on the development of football.

3.3. Propaganda content is not novel
The use of various posters and WeChat public platforms for publicity is the main way for colleges to promote football. However, due to the novelty of the article, students have little interest in reports on matches, and the number of views is very low. There is no long-term publicity about football culture and spirit.

3.4. Update of institutional studies
At present, the person in charge of football matches will change, but the system has not changed. All selections are based on the previous system and have not been dealt with according to the actual situation of colleges and universities. Many colleges and universities often forget the resources of their international students when they develop football. This is the institutional limitation. Therefore, the various selection systems for football matches need to be constantly updated, draw on suggestions from multiple perspectives, and be reasonably formulated based on actual conditions.

3.5. Single form of activity
In college football, many forms of activity are focused on competition. This makes the form of football activities lacking certain innovations. In many games, athletes participating in football matches cannot be experienced by all. For example, some alternate players have become one of the main reasons for restricting the development of college football.

4. The connotation and construction strategy of college football culture

4.1. Alliance between different colleges and universities to strengthen the influence of football
From the perspective of the internal development of colleges and universities, many colleges and universities need to experience on-site selection and application-related systems when they organize football games and promote cultural spirit. If these application materials are not prepared enough to return, the entire event may be cancelled. Therefore, for pre-activity applications, colleges and universities should reduce unnecessary procedures and increase the chances of football games. In addition, the school should coordinate from different aspects. The football matches, exhibition matches, friendly matches, etc. within the school can be handed over to specialized sports colleges to
undertake. In this way, the process of the game can be more professional and fair and improve the influence of football.

From the perspective of the external environment for the development of colleges and universities, football competitions in colleges and universities should be federated by different colleges. Strengthen the promotion and development of football culture in various colleges and universities. At the same time, football matches between league colleges and universities can manage football in a unified manner, reflecting the overall development characteristics of football. The Football League allows different colleges and universities to obtain a variety of different football resources, understand the needs of students, and improve the form of football games from the actual development of the system. In addition, the alliance competition can promote the exchange and development between colleges and universities, allowing the entire region to achieve cooperation and competition.

4.2. Strengthen the support of the school
The school's support for football matches is not only simply reflected in financial support, but more importantly, it is necessary to strengthen the work of instructors. It is possible to combine the development of football and the reward of instructors. Improve the enthusiasm of teachers to work, and better contribute to campus football. At the same time, the development of football on campus can not only rely on the internal financial support, but also from the outside market. At the current stage, due to the emphasis on safety, activities on campus do not support social participation. But this is the case, but it limits the promotion of campus football and culture. Therefore, colleges and universities should set up special systems and measures in accordance with the actual situation to encourage the combination of football matches and social activities. Promote the development of members and strengthen the propaganda of football culture. For example, colleges and universities can allow students to participate in social competitions, improve students' enthusiasm, recognize the fairness and fun of football, and make campus football develop in a professional direction.

4.3. Strengthen publicity efforts
If campus football is to maintain its long-term competitiveness and cohesion in the school, it needs to constantly strengthen its propaganda. With the continuous deepening of college football activities in my country's colleges and universities, many colleges and universities have attached great importance to it. Therefore, campus football has good development prospects in the next few years. At the current stage, the most important propaganda is online propaganda and poster propaganda. Although this kind of propaganda is desirable, there are many problems in the content of the propaganda. Therefore, universities need to change the content of propaganda. Not only report some current football matches, but also allow students to discuss freely and choose their favorite football topic. At the same time, the school can select some star football players on campus. Using these excellent players, more students can be attracted to football and understand the connotation and culture of football. At the same time, colleges and universities can innovatively design some non-competition activities, so that more female students can participate, learn football, understand football, and improve their understanding of football.

4.4. Strengthen cooperation and expand resource development in the region
For football, campus football is a very important part, which can inject new vitality into the social football and add bright colors. Professional football can use campus football to provide labor, and can be responsible for the work of some volunteers. Promote the characteristics and connotation of football culture, and increase social attention to football. At the same time, for campus football, strengthening the connection with professional football can increase investment in campus football. Learn excellent management experience in professional football. By contacting resources outside the school, students can have a broader platform for future social work. Therefore, in the development of campus football, you can use the advantages of the surrounding area. Actively expand resources outside the school, seek multi-party cooperation, tightly seize the opportunity, so that campus football
can achieve more long-term development. Really improve the football culture. The publicity of the campaign has enabled more people to understand football and convey the spirit of football.

4.5. **Forms of innovation activities**

In college football games, competition is the main form. The number of people in the game is usually seven or five. Although the strength of the team is different, the form of the activity lacks certain innovations. Therefore, this has caused some students to be reluctant to participate in football matches. To this end, a variety of rich football activities can be carried out to increase student participation. For example: football knowledge competition, football photography exhibition, etc.

5. **Conclusion**

In summary, campus football has attracted the attention of different people. Therefore, in the subsequent development, colleges and universities should build a perfect system from different perspectives, popularize football, promote football culture, and enable more students to participate in football.

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