

The Development Context and Trend of Community Sports Culture Construction Research under the Policy Background - Based on VOSviewer Quantitative Visualization Analysis

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Abstract

Community sports culture is an important part of my country's urbanization process. In recent years, community sports culture has become increasingly prominent in the development of national fitness, and the study of community sports culture has increasingly become a focus of academic attention. This research uses CiteSpace and VOSviewer, two mainstream measurement visualization analysis software, to analyze the research results of community sports culture in the past ten years under the background of national policies in more detail, so as to further promote the research on community sports culture and provide basic data support. The development stage of intuitive visualization shows that: the current community sports culture research still needs attention, but the research content is gradually diversified. The core authors of community sports culture research are relatively few, and the cooperative relationship is not obvious. At present, how the government strengthens the construction of community sports culture has become the main content. By analyzing the current research hot topics, it proposes sustainable development strategies for the development of community sports culture.

Keywords

Policy Background, CiteSpace, VOSviewer, Quantitative Visualization Analysis

Since the launch of the 19th National Congress of the Communist Party of China, driven by the construction of a beautiful China, the development model of my country's urbanization has continued to emerge, and a community-based urbanization development model has gradually formed. For the strengthening of community-level management, the matching of population concept changes brought about by the community and urban population reorganization structure has gradually become a new problem in urban community service management. The report of the 19th National Congress of the Communist Party of China pointed out, "Improve the service model provided by the government, strengthen the community-level management [1]service system, improve the urban and rural community service functions, form a multi-functional service system, and give full play to the basic role of the masses in grass-roots management... Strengthen the community service system, to promote the development of community residents' sports culture" (Miao Xiaoyan, 2018).

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At the same time, driven by relevant national policies, the progress of social modernization and civilization has been promoted, and people's demand for material civilization has gradually shifted to spiritual civilization and healthy life. Community sports culture, as the cornerstone of enriching residents' healthy living culture and social prosperity, has gradually transformed into an important part of social sports. This paper makes corresponding answers to the development process of my country's social sports culture under the background of relevant national policies, the mechanism and problems in the development process, summarizes the experience of previous research, and puts forward suggestions for the establishment of sports culture and development that adapt to my country's national conditions, community Valuable reference.

1. Macro dynamic research on the development of community sports culture in the context of relevant national policies in the past ten years

1.1. Research methods

Cite Space is a visualization software based on JA-VA platform jointly developed by Dresser University and Dr. Chen Chaomei from Dalian University of Technology. It is used to identify data in literature and display the development trend of scientific research. Visual analysis; VOSviewer is developed by The Centre for Science and Technology Studies (CWTS) of Leiden University in the Netherlands, which is a bibliometric and analysis software for building knowledge maps (Wei, 2011). The core idea of the two softwares can be embodied as "collinear clustering", and the "collinear clustering" generally means that if two things appear at the same time, there must be some kind of connection between the two. We can use CiteSpace5.7R2 and VOSviewer to achieve important information in the literature, such as the drawing of scientific maps, the display of visual literature keywords, the collinearity of research institutions, the collinearity of authors, research hotspots and development trends. Compared with similar software, CiteSpace5.7R2 and VOSviewer are more extensive, both of which can perform visual quantitative analysis of relevant documents in CNKI's Chinese database. In order to present various collinear knowledge graphs more intuitively, this paper combines the visual analysis software of Citespace and VOSviewer to visually analyze the important documents related to the development of community sports culture in this study.

1.2. Data sources

In this study, CNKI (Chinese Journal Full-text Database) was used for general retrieval. To ensure the authority of the data, all data were sourced from (CSSCI), China National Knowledge Infrastructure (CNKI) doctoral and master database, and sports-related core journals. "Community sports culture", the literature retrieval time span is 2010-2021, the language of retrieval is Chinese, and 575 related literatures are retrieved.

1.3. Macro dynamics

Changes in the number of published papers can clearly show the macro dynamics of this research field. This study integrates the literature related to community sports culture in the past ten years through the literature analysis function of CNKI database, as shown in Figure 1.

From Figure 1, it can be seen that the research on community sports culture from 2010 to 2021 presents three stages. First, in the initial development stage (2010-2013), the number of published papers in this stage is basically kept at about 30<35<40, and its development trend is basically stable; In this stage, the number of published papers has increased significantly, and it reached its peak in 2014; third, in the stage of flat development (2016-2021), the number of published papers in this stage generally tends to be slow, and even reached its lowest peak in 2019 due to the impact of the epidemic. Except for 2019, the number of published papers has basically remained above 20 in other years. From the trend of the number of published papers on community sports culture research, there is a lot of room for improvement in community sports culture development research, which needs to attract more attention from the academic community.

2. Analysis of the main body of community sports culture research under the background of relevant policies in the past ten years

2.1. Analysis of core authors

Clarifying the cooperative relationship between the core authors of community sports culture research has a positive effect on scholars who are involved in community sports culture research quickly understanding the research field, and can intuitively and conveniently understand the authoritative scholars in the relevant research field. By analyzing the

author's cooperation network, we can learn the representative scholars and core research forces in the current community sports research field. According to statistics, 794 papers come from a total of 794 authors. The collaborative network map of 794 authors who have published more than 1 article in VOSviewer is used for visual analysis. At the same time, the time factor is added. The color gradient in the author's cooperation visual map can intuitively reflect the active situation of various scholars in recent years (as can be seen in Figure 3). In Figure 3, the node size represents the amount of published papers, the node color represents the time distribution (average year of paper publication), and the connection line represents the partnership.

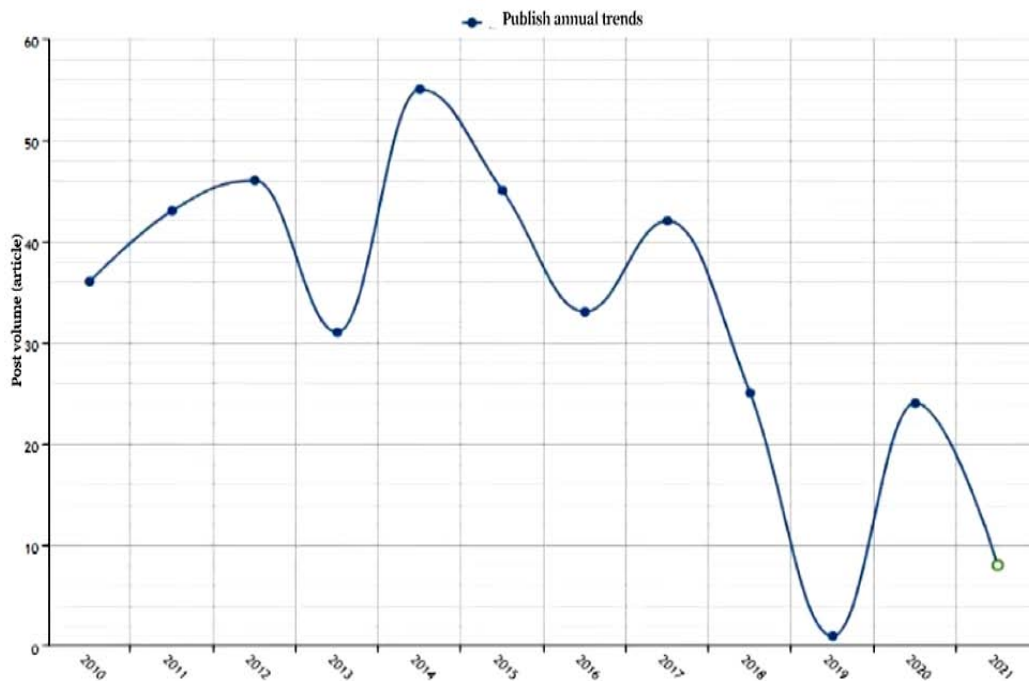
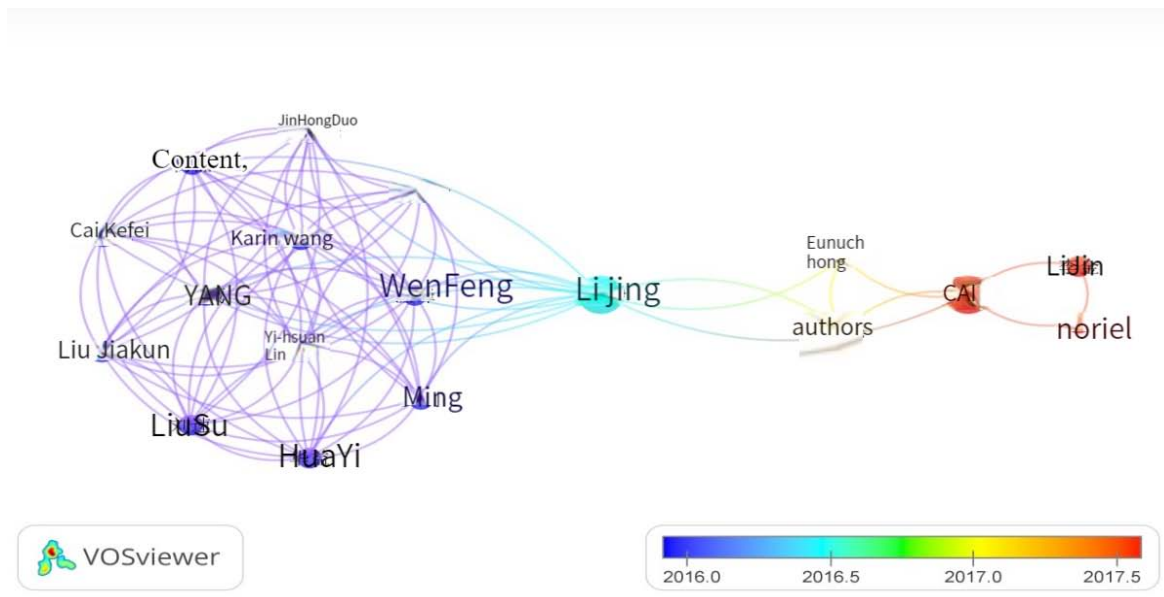


Figure 1. Variation of annual publication volume of community sports culture research from 2010 to 2021.

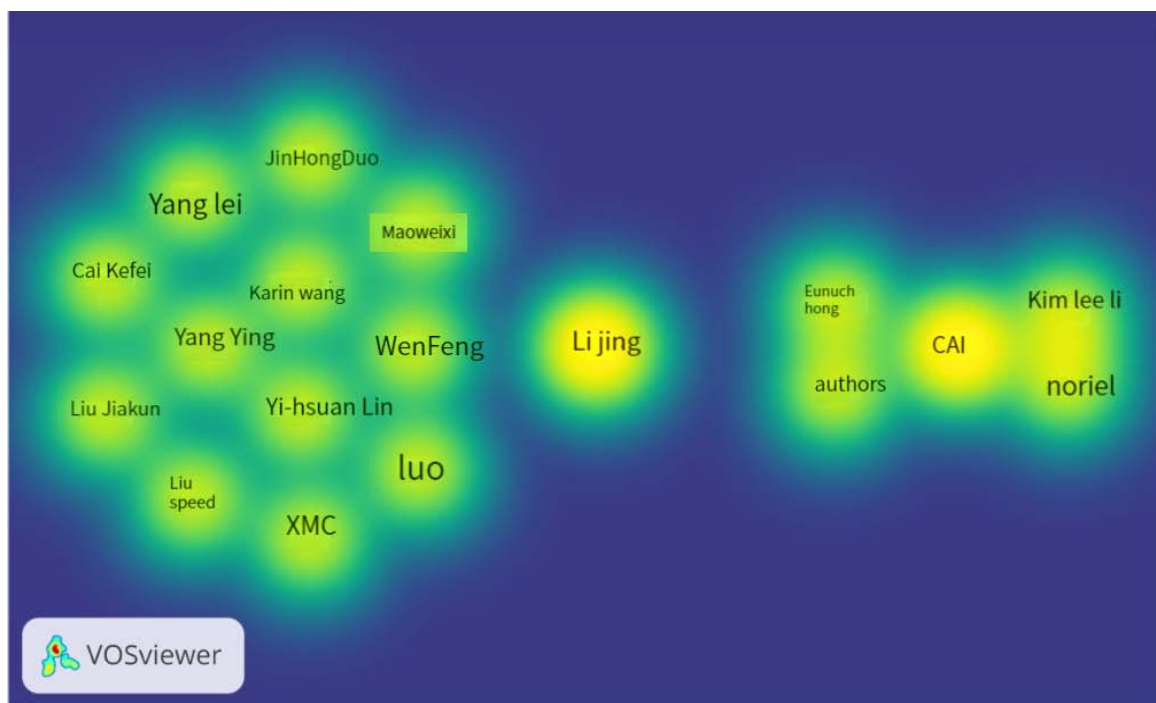


Legend: The size of the node is proportional to the number of articles published by the author, and the thickness of the connection between the nodes is the strength of the author's cooperation

Figure 2. The visual analysis map of the cooperation network of relevant authors in community sports culture research.

It can be seen from the author visualization map in Figure 3 that the authors with a large number of publications show obvious network characteristics, indicating that the author research team for community sports culture-related research has begun to take shape. According to Price's Law, the minimum number of papers published by a core author in a certain field is $M=0.749 \times = 1.7$ (which is the number of papers by the author with the most papers), so the author who publishes more than 2 papers is the core author. According to statistics, there are 68 core authors, and the total number of published papers is 156, accounting for 28% of the total number of papers, which is lower than the 50% standard of Price's Law. From this, it can be concluded that the core author group of the research on developing sports community culture in the past ten years has not yet been formed.

In the Destiny Visualization generated by VOSviewer (as shown in Figure 3), the density and frequency of co-authors can be visually identified, and the number of authors' publications is determined by the density. The colors of high-density nodes (i.e., high-yield authors) gradually tend to be warm, and vice versa, tend to be cool (Zhao, 2012). Figure 3 is an author density view drawn from the data of authors whose publication volume is greater than or equal to 1. In the author density view, authors with high cooperation intensity will gather with each other to form a cooperation cluster. Combining Figure 2 and Figure 3, it can be seen that there are about 2 author cooperation clusters. In this research field, Li Jing and Cai Feng started their research earlier, published the most papers, and had the highest co-authorship intensity, which indicates that they are in this research field has an important influence. The author cooperation group formed by Cai Feng, Li Jin, Jiang Yi, Zhang Guoliang, and Zhang Le also reflects the current situation and development of community culture and sports research in the past ten years to a certain extent.



Legend: The greater the density in the figure, the closer to red; the smaller the density, the closer to blue.

Figure 3. Author density visualization map.

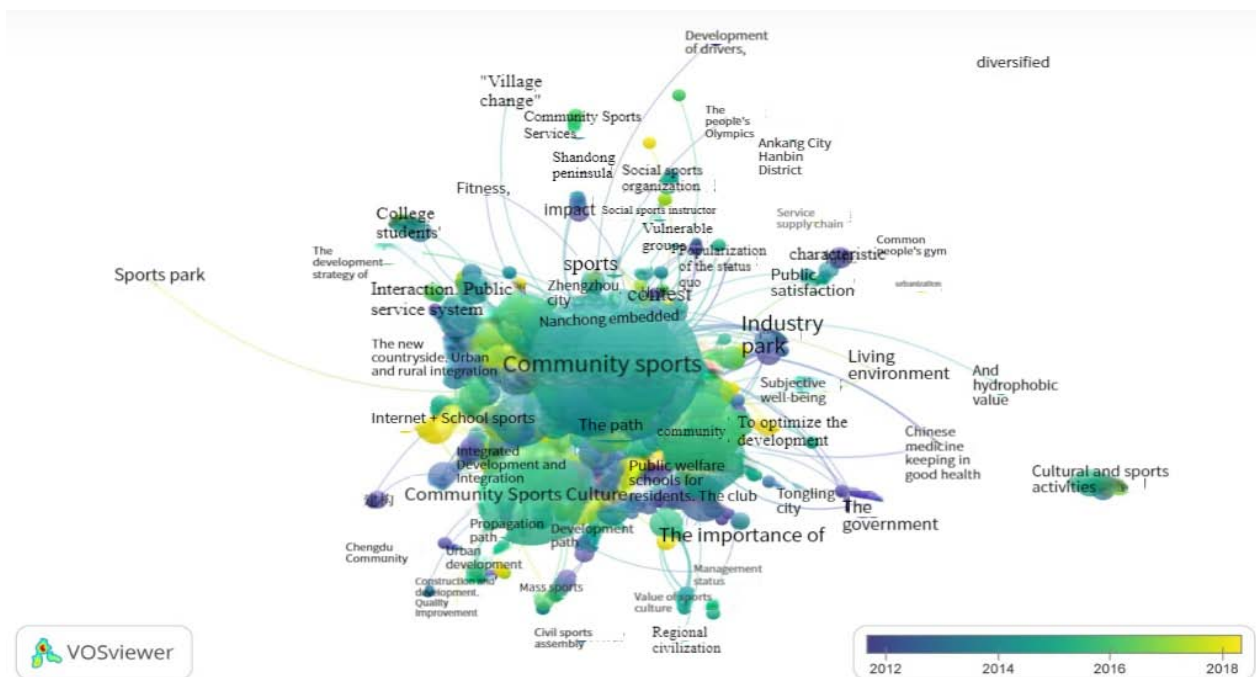
3. Analysis of hot topics and trends in community sports culture research under the background of relevant policies in the past decade

3.1. Analysis of hot topics in community sports culture research in the past ten years

Keywords are the condensed and condensed expressions of the article. In-depth analysis of keywords can clearly and intuitively understand the central content of the article. If a certain keyword appears repeatedly in articles in related research fields, the keyword is characterized as a current research hotspot in the related research field. According to the graph theory concept of the importance of the centrality vectorized point in the network, the larger the central value, the larger the area of the cross in the graph, indicating that the frequency of its keywords in the field is higher, and the node

From the list of keyword frequencies ≥ 10 in Table 2, it can be seen that keywords with centrality close to 0.1 have high intermediary nodes. Combined with Table 2 and Figure 4, it can be seen that the frequency of "community sports" (194) is the highest, and the center The degree of 0.65 is the strongest, among which, the centrality of "sports culture" (0.26), the centrality of "community sports culture" (0.15), and the centrality of "community" (0.23), these are all keywords with high intermediary close to 0.1, and also The current research topics of community sports culture in the past ten years, in addition, there are development (18; 0.07), school sports (15; 0.04), clubs (13; 0.07), sports (13; 0.07), and harmonious society (10; 0.03) Although these are of high frequency, their centrality is low, and they are also regarded as current research hot topics. Through the analysis of these keywords, it is concluded that the process of community sports culture research is also accompanied by the emergence of some sub-hot spots, indicating that the national The emphasis on healthy development and mass sports is gradually increasing, and the research on community sports culture also depends on the establishment of a complete community sports culture training system by relying on relevant national policies.

4. Research process and hotspots of community sports culture under the background of national policies



Legend: The color in the lower right corner corresponds to the time. The bluer the color, the earlier the keyword appears, and the more yellow the keyword appears later.

Figure 5. Collinear tag map of keywords related to community sports culture.

VOSviewer1.6.16 has the function of tag view analysis, import the database of community sports culture in the past ten years into Vosviewer software, the threshold is set to 1, and the rest are default values. By running VOSviewer software, Type of analysis selects cocurrence, Unity of analysis selects Keywords, get Density Visualization (collinear density view) as shown in Figure 5. As shown in Figure 5, in the density view of community sports culture, the density is determined by the size and importance of keywords in the surrounding area. As shown in Figure 5, it can be seen that the weight of "community sports" is the highest and the research scope is wider; the second is "community sports culture". The research weight of community sports culture is higher in the research of 2009, indicating that it is still the mainstream. As shown in Figure 6, with "community sports" as the center, combined with several keywords such as "community sports culture" and "community" to form the highest density research area; "school sports", "residents", "paths", "Keywords such as "integrated development" constitute a high-density research area, indicating that these keywords are all around a main keyword to form clusters of different densities. In addition, each density cluster represents the community sports culture. The hotspots and frequencies of research fields together constitute the basic pattern of community sports culture-related research fields.

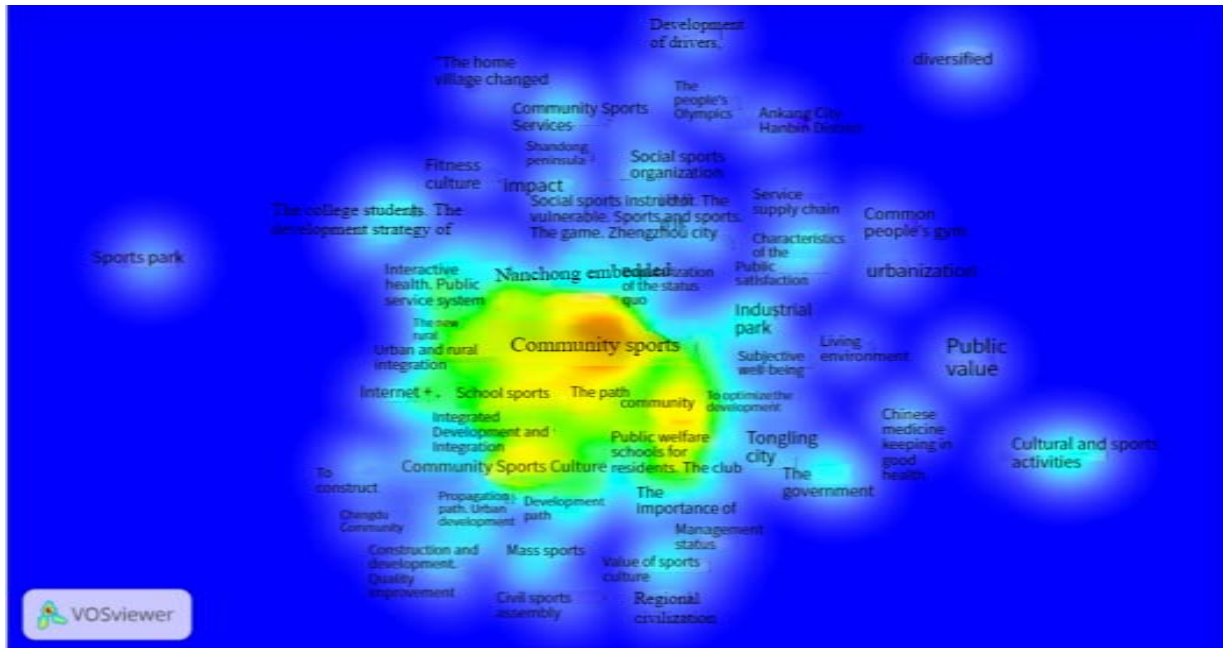


Figure 6. Collinear density view based on VOSviewer keywords.

4.1. The exploration stage of community sports culture (reform and opening up to the 1980s)

Before the 1980s, with the rapid development of social economy, community sports culture gradually took shape. At the end of the 1980s, Tianjin, as the first city to set up a sub-district joint office, held an experience exchange meeting between different regions. Through exchanges and promotion, the community sports culture was gradually established and accepted by the world. When Comrade Qiu Yucai, director of the State Department of Mass Sports, gave a unified definition of the situation and understanding of community sports at a seminar on sports work in individual cities, community sports began to be promoted across the country made further improvements.

4.2. The government guides relevant policies into the prominent stage of community sports culture (before 2014)

Combining Figure 5 and Figure 6, it can be seen that community sports culture is more active in the current research hotspot. The colors of "community sports" and "community sports culture" shown in Figure 5 are close to yellow, and the corresponding. The weight of both is also higher. It shows that before 2014, there were many related studies on community sports culture at this stage. In 1995, China obtained the first "Sports Law"; in the same year, the State Council promulgated the "Outline of the National Fitness Program". With the promulgation and implementation of the "National Fitness Program Outline", the individualization, systematization and scientificization of physical exercise have gradually been paid attention to. In 2009, the State Council set August 8 every year as the "National Fitness Day". In October of the same year, the "National Fitness Regulations" came into effect. Community sports culture was clearly included in the national fitness plan. The national fitness plan affirmed that community sports culture is in The status of community sports construction, and national fitness and public health have also risen to the national level. The state has also increased the importance of mass sports, and the construction of community sports culture has also been thoroughly incorporated into the national fitness system. In 2014, the State Council promulgated "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", the promulgation of this policy proposed "to promote the construction of community sports culture, strengthen national fitness activities, and give full play to the positive role of physical exercise in promoting human health (Dai, 2018), it can be seen that the community sports culture at this stage is a hot topic in the current stage of relevant research in my country.

4.3. A new stage in which the government guides relevant policies to be incorporated into community sports culture (2016-present)

As shown in Figure 5, from 2016, the closer the research is to the current time, the lighter the color of the research

cluster in that year, indicating that the research on community sports culture at this stage is relatively flat. Combining the keyword collinear label map in Figure 5 and the keyword collinear density view in Figure 6, it can be seen that the outline of the "National Fitness Plan (2016-2020)" promulgated by the State Council in March 2016 stated: "It is necessary to study, formulate, promote and popularize community sports. Cultural and national fitness activities guide..." In October of the same year, the Central Committee of the Communist Party of China and the State Council issued the "Healthy China 2030" Plan Outline. Fortunately, the plan outline for building a healthy China has been raised as a national strategy, and community sports have also become a national strategy. An essential part of healthy development (Du, 2015). In October 2017, the representative of the 19th National Congress of the Communist Party of China proposed: "Take the people's yearning for a better life as the goal of struggle, actively promote the development of community sports and cultural construction, and meet the people's growing needs for a better life and unbalanced development. Contradiction (Li, 2016)". In September 2019, the State Council promulgated the "Opinions on Promoting National Fitness and Sports Consumption to Promote the High-Quality Development of the Sports Industry". This policy clearly states that the public should cultivate the habit of lifelong sports, and the government should fully support national fitness and further consolidate and improve it. Community sports culture construction service system, serving the national fitness plan and healthy China strategy. In July 2021, the State Council promulgated the "National Fitness and National Fitness Plan (2021-2025)", which clearly stated: "The development of the national fitness public service system must adhere to the principle of 'government-led, social coordination, and common participation of the whole people' to ensure that various The work can be carried out smoothly."

Throughout the development process of community sports culture in my country since the reform and opening up, from the spontaneous practice of non-governmental organizations to the supervision of government organizations, from solving the problem of national fitness to promoting the implementation of national fitness plans, a complete community sports culture system has gradually formed. From the analysis of the levels, it can be seen that the progression of these three stages is also the arrival of a new era for the community sports culture under the background of the country's formulation of relevant policies.

5. Trends in the development of community sports culture under the background of national policies

Based on two analysis softwares, Citespace and VOSviewer, this paper builds a database with 555 related documents about community sports culture in CNKI's core journal documents, and analyzes the core authors in the field of Shenqu sports culture research. Key words and other research hotspot issues, the following conclusions are drawn:

By combing the development history of community sports culture under the background of relevant national policies and the relevant literature of academic research in the past ten years, it can be found that community sports culture has initially established a set of community sports culture system, and is currently in a theoretical practice of During the vigorous development period of common development with the market, community sports culture is playing an increasingly important role in public life. The development of sports culture has played a huge role in promoting. Combining with relevant research, this paper proposes that the development of community sports culture will be standardized, refined, scientific, and diversified in the future under the background of relevant national policies. Educate morality and improve the effectiveness of educating people.

5.1. Community sports culture is becoming more standardized and refined

Before the reform and opening up, the relevant policies designated for the construction of community sports culture in my country were relatively flexible, and the substantive effects of the policies were small. With the promotion of the National Fitness Program formulated by the state, the coordination and cooperation of the government, the community, and universities have significantly improved the "accuracy" of community sports culture. Cultural governance in the government governance system takes "precision" and "standardization" as an important manifestation. In addition, the "Healthy China 2030" Planning Outline issued by the state pushes the pattern of community sports culture to its standardization and precision.

5.2. Collaborative innovation and strengthening scientific research

Community sports culture needs multi-element joint construction and integrated development on the road of future development. Community sports culture is combined with the construction of healthy China, the health service system, and the health needs of the people, combined with sports and health disciplines and some sports health Carry out relevant research in various aspects such as industry, explore the theoretical knowledge of socialist community sports cul-

ture with Chinese characteristics in the context of the current era, and ensure that the development of community sports culture develops in a more comprehensive direction.

5.3. Diversification of Interaction Forms

The public's initial view of community sports culture is the understanding of sports activities. With the development of the times, the public's pursuit of this kind of health has never stopped. With the increasing integration of community sports culture and human social life, the understanding of community sports culture will definitely become an important indicator that affects mass physical exercise. The community sports culture service system in the new society needs to provide diverse forms of interaction for residents of different languages, ages, races, cultures, etc. With the release of national policies, the management of community services and community sports culture will continue for a long time. It will become the mainstream, and some new interaction modes such as action interaction and gesture interaction will be more and more presented in community sports culture development services.

6. Conclusion

After decades of exploration and practice, although the community sports culture system has been initially established, the mission of building community sports culture still has a long way to go. Therefore, in the theoretical construction and practical work of the country, the community and related sports builders need to constantly explore community sports culture strategies, improve national health policies, and improve the health service system. Each community should encourage sports cultural workers to play their main role in the community, actively carry out exploratory work through relevant sports health study and research, and take substantive measures to improve residents' health and health equity, and further realize the community. A new situation with Chinese characteristics in the new era of culture.

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