

The Influence of Historical Changes on the Input of Sports Culture Communication and the Psychological State of the Audience

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Abstract

This study examines the impact of historical changes on the input of sports culture communication and the psychological state of the audience, using the theories of cultural change and cultural ecology as a foundation. In several villages, questionnaires were administered to senior citizens. The sample size for this study is 110, and empirical evidence is gathered using Smart PLS 4 and the structural equation model. The research has demonstrated in the literature that historical changes affect sports culture communication. In the meantime, this research has reported in the scholarly literature that historical changes affect the psychological state of the audience. The findings of this study are unquestionably novel to the literature and have advanced the theory about sports culture communication and audience psychological state. Additionally, the research has some practical implications that must be incorporated to implement sports culture effectively. The future directions of this research highlight the limitations of this study.

Keywords: Traditional nationality, sports culture, sports of ethnic minorities, historical change, psychological state

1. Introduction

Culture is a significant societal variable (Schmitt, Atencio, & Sempé, 2020). China is an ancient civilization with a 5,000-year history, and its culture has absorbed the cultures of all its ethnic groups. In world culture, Chinese culture has developed distinctive national cultural characteristics, including unity, continuity, non-religion, pan-morality, moderation, peace, and local friendship (Yan et al., 2020). Chinese culture contributes positively to the advancement of global culture. As a significant component of social culture, athletics play an important role in fostering the growth of social culture. As a distinct cultural form, sports cannot be substituted by any other cultural form (Cooke et al., 2019). The great significance and value of sports as a form and phenomenon of human culture rest in the same way that labor transforms and creates the environment, not the external natural environment. However, the individual physiological environment of human beings and the physical and psychological environment of social groups are created and endowed with new significance and value by sports (Chen et al., 2019). The cultural value of sports as a practical activity lies in the value of people themselves: their holistic, free, and harmonious development (Mickelsson, 2023).

Due to its long-term migration and scattered residence in history, a specific ancient nationality has no large fixed settlement area. Since the Eastern Han Dynasty was a branch of the Wuling barbarians in Changsha, a specific ancient nationality has resided near Fenghuang Mountain

in Chaozhou, Guangdong (Idema, Li, & Widmer, 2006). The primordial agricultural and hunting economies, which had been in "slash and burn" for a long time, gave rise to a mountain farming culture distinct from that of other nations. The inheritance and development of a nation's spiritual cultures, including its historical origin, religious beliefs, ethics, and morality, rely heavily on aural instruction within the family. The indomitable rebel consciousness is the inherent tenacious vitality in the traditional culture of a nation, which demonstrates the unique national spiritual value in a country's traditional culture, is a symbol of the national identity of a nation, and permeates all facets of the traditional culture of a nation. By examining the relationship between traditional sports and the ecological environment, this research investigates how the national traditional sports culture emerges in the interaction between people, the environmental environment, and its development law.

Due to various geographical locations, people of different ethnic groups adopt different lifestyles; consequently, the cultural ecosystem in these areas is distinct, i.e., the culture has national and regional characteristics (Girish & Lee, 2019). The national sports culture is deeply rooted in and dependent on the local environment, and its function in the ecological environment is one of protection and reverence. The environment affects culture, and people use the culture they acquire to alter it; therefore, studying both culture and environment is extremely important. Through this study of the fundamental characteristics of sports culture, it can be concluded that the development of

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national traditional sports characteristics can effectively protect the development of sports culture for sports resources and study its value and how to play to this value to serve the public through a particular form better.

2. Literature Review

Cultural ecology focuses primarily on the relationship between human culture and the natural environment; it originated as a new research field in anthropology. Nan et al. (2022) established the structure of the cultural communication effect and transmission relationship effect. The form of cultural communication explains the essence of communication and the cultural richness of language. Communication is not only a culture repository but also a conduit for culture (Yue, Men, & Ferguson, 2021). Men and Yue (2019) investigated how race-related cultural factors interact to increase caregivers' satisfaction and decrease their aggression propensity. Parra-Cardona et al. (2022) specifically investigated how caregiver cultural affiliation, individual cultural characteristics, and cultural context interact to enhance caregiver satisfaction and reduce their tendency toward aggression. The traditional sports of a specific nationality derive from the production, way of life, and religious beliefs of the people of that nationality; they are also primarily performed in the free time of the people of that nationality or as sacrificial activities (Yue et al., 2021). Therefore, in the past, some traditional sports of a particular nationality, such as rock climbing and size playing, were primarily spread among relatives and friends through learning, and the "ancestor worship dance," "merit dance," "dragon dance," and "lion dance" and other projects of a particular nationality, which originated from the sacrificial activities of a specific nationality, are primarily the inheritance of master and apprentice or the inheritance of father and scion. Implementing the national cultural protection policy has established an effective protection and inheritance system for the traditional sports of a particular nationality in a county (Shannon et al., 2019). In modern times, the number of events in which a conventional national sport participated in a minority sports meeting has increased dramatically (Luetz, Margus, & Prickett, 2020). In addition, it has achieved success in the National Minority Games and in participating in a national traditional sports competition and the audience's observation of the event.

(McGillivray et al., 2021) A national primitive experience area has very strong minority cultural characteristics and high protection and research values. According to the three fundamental principles of "tangible culture of a certain nationality, high-quality cultural achievements, and

project-based cultural carrier," the marriage, sports, ribbon weaving, ancestor worship, clothing, folk songs, diet, dance, and other customs of a specific nationality are solidified in a county by the customs tourism platform (Zhang, 2020). In addition, it promotes exploration and innovation, enhances the connotation of a particular national culture, fosters a robust cultural atmosphere for travelers, and evokes a simple and hospitable folkway. A national traditional sports project is used as a cultural symbol to penetrate a national customs tour on the wall of a national street, and it can be seen paintings about a national traditional sports culture; in a national cultural museum, the classic sports performance of a nation and the traditional sports implements of a country can be embodied in various forms (Djebbari, 2019). When traveling to a particular ethnic group, you can experience the traditional sports culture by reading, watching, and participating (Schmitt et al., 2020). In addition, the education department must incorporate a specific nationality's indigenous culture and history into textbooks, and the local government must support the houses and villages of a particular nationality (Carneiro, 1970). Additionally, with the preservation of intangible cultural heritage and the consolidation and protection of a nation's culture in full swing, the traditional sports of a country have been unearthed and organized (Belcastro & Mariotti, 2021). (Scudder & Colson, 2019) Many of the physical activities of a particular ethnic group in the original ecology are also regarded as the most fundamental means of subsistence, which evolved from people's survival requirements. A distinct ethnic group lives in dense forests and deep mountains primarily by hunting and gathering, it has no fixed residence and no routine, and in their earliest food hunting, they were all involved in early sports activities (Rahmonov et al., 2021). Because they have these traditional sports abilities, such as climbing cliffs and bamboo, hunting, dancing with guns and sticks, shooting and throwing weapons, etc., they can use solid wood to make bows and arrows and hard bamboo to make arrows, allowing them to survive in such a harsh environment without being destroyed. The perilous natural conditions, the steepness of the mountains, and the primitive production methods force people of a specific nationality to develop various incredible hunting techniques (Stephens et al., 2020).

In contrast, if people of a specific nationality cannot overcome these obstacles, survival will be challenging (Luetz et al., 2020). Their survival skills are not the methods they use to demonstrate their power or charisma; they are the survival skills they must master to survive. Therefore, the physical activities of a particular ethnic group in the original ecology cannot be considered sports (Girish & Lee,

2019). However, in the process of Sinicization, when a nation is forming a relatively stable settlement pattern, establishing its clan society and organizational structure, and forming a fixed traditional cultural festival, certain physical activities are artificially created to give them a specific organizational form and a specific functional value, so that they can be circulated and become a traditional sports event of a nation. Moreover, with the advent of the leisure society, the traditional sports of a particular nationality have also evolved into a leisure lifestyle, becoming the focus of physical fitness, festival activities, and performances (De et al., 2021).

It includes information-receiving groups in mass communication, such as newspaper readers, radio listeners, and television viewers, and individual participants and interlocutors in small-scale information exchange (De Rycke & De Bosscher, 2021). In other words, in communication activities, the audience can consist of a single person, several people, or hundreds of millions of people; it can be a country, a generation, or several generations on a global scale (Kim & Park, 2020). Due to its uniqueness as a subject, the audience, as the object of cultural communication, is more the research object and field of communication or mass communication. Nevertheless, as a member of society, whether it refers to a group or an individual, the audience, first and foremost, as a person in the community, inevitably has the influence and brand of the particular era. People are culturally or people affected by the special culture (Streimikiene et al., 2021). Second, the audience, as individuals with varying needs, is, to a significant extent, the consumer of cultural products; as consumers, they have varying levels of consumption and taste preferences. In addition, the audience exhibits diverse psychological tendencies when embracing the media's cultural knowledge transmission in this distinct dimension. Based on this critical literature review based on previous research studies, the following hypotheses are formulated:

Hypothesis 1: *There is an influence of historical changes on sports culture communication.*

Hypothesis 2: *There is an influence of historical changes on the psychological state of the audience.*

3. Methodology

For this study, a questionnaire was devised because the scale items from existing studies were unsuitable for the research findings. The scale products are created using an exhaustive procedure. In the first stage, the operationalization of the variables was determined by reviewing the existing literature. In addition, the products are created in a pool.

External experts examine the face validity of the developed items to assess the language and content of the questionnaire. In addition, the study collected information from twenty participants to confirm the validity and dependability of the questionnaire. Finally, the collected data are examined for exploratory and confirmatory factor analyses. According to the results of exploratory factor analysis, the developed items for this study have adequate reliability and validity. In addition, the confirmatory factor analysis results indicated that the variables in this study have an appropriate relationship. Thus, the data collected for this study is deemed suitable for further use in data collection for the ultimate data analysis of this study. To collect the data, the author met with a professor who has long been involved in studying the traditional sports culture of a particular nationality, as well as the representative inheritor of the "Ask Bench" initiative about the traditional sports of that nation. In addition, questionnaires were administered to older people in some villages. For this study, 110 samples were used. The study is founded on empirical evidence from a significant data analysis using Smart PLS 4 and a structural equation model. This research's methodology is substantial and a methodological contribution to the literature.

4. Results and Statistics

This research's data are analyzed using Smart PLS 4. For this, the PLS Algorithm and PLS Bootstrapping calculations are considered. The structural equation model applies to all research results. Nonetheless, the data analysis for this study began with the discovery of data normality. It is crucial to ascertain the findings of data normality because the normality of data is necessary for the validity of any research's results. In this study, the findings of skewness and kurtosis are considered for the reliability test. The results of skewness and kurtosis are appropriate for determining the normality of data when they fall between +1 and -1 (Royston, 1992). In contrast, the data analysis revealed that data normality had been attained. In the meantime, the findings of this study are examined for absent values, and the results indicate that none are present. These results demonstrated that the data for this study are normal and can be considered for future research.

4.1 Convergent Validity

The convergent validity of this research is examined with the findings of factor loadings, composite reliability, Cronbach alpha, and average variance. In this manner, the results of factor loadings are utilized to determine whether or not the study's items have reliability or validity at the individual level. This study's findings

demonstrated that the significance level of factor loadings is greater than 0.60 (Shevlin & Miles, 1998). The results of composite reliability are evaluated to determine the dependability of the study's data. This study's findings demonstrated that the significance level of composite reliability is greater than 0.70 (Alarcón, Sánchez, & De Olavide, 2015). Cronbach alpha results are evaluated to ascertain the reliability of the study data. The significance level of Cronbach's alpha is more significant than 0.70

(Tavakol & Dennick, 2011), as demonstrated by this study's findings. In contrast, the results of the extracted average variance are evaluated to ascertain the variance between the study data. The significance level of the average variance extracted is more significant than 0.50 (Alarcón et al., 2015), as demonstrated by this study's findings. This study's convergent validity is supported by its important findings in the body of literature, and the results are presented in Tables 1 and 2.

Table 1*Factor Loadings*

Items	Historical Changes	Psychological State of the Audience	Sports Culture Communication
HC1	0.644		
HC2	0.714		
HC3	0.803		
HC4	0.833		
HC5	0.745		
HC6	0.710		
PSA1		0.786	
PSA2		0.710	
PSA3		0.790	
PSA4		0.781	
PSA5		0.744	
PSA6		0.817	
PSA7		0.765	
SCC1			0.683
SCC2			0.649
SCC3			0.843
SCC4			0.841
SCC5			0.829
SCC6			0.836

Table 2*Composite Reliability, Cronbach Alpha, and Average Variance Extracted*

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Historical Changes	0.837	0.881	0.554
Psychological State of the Audience	0.886	0.911	0.594
Sports Culture Communication	0.874	0.905	0.615

4.2 Discriminant Validity

In addition, the discriminant validity of this study is evaluated via two methodologies. The first approach is based on Fornell and Larcker (1981) recommendation to extract the average variance. In this method, the average variance extracted from one variable must be more significant than from its correlated variables. In this manner, the results presented in Table 3 demonstrated

achieving the desired results. Nonetheless, the findings of cross-loadings are also examined. Based on the results, cross-loading findings are tested to ascertain the individual-level discrimination between the research scale items. When the findings of one variable's article are more significant than those of other variables' items that correlate with it, the discriminant validity findings are accepted. Table 4's statistical data confirmed that the research's discriminant validity is adequate.

Table 3

Fornell and Larcker Method

Variables	Historical Changes	Psychological State of the Audience	Sports Culture Communication
Historical Changes	0.744		
Psychological State of the Audience	0.678	0.571	
Sports Culture Communication	0.624	0.476	0.384

Table 4

Cross-Loadings

Items	Historical Changes	Psychological State of the Audience	Sports Culture Communication
HC1	0.644	0.416	0.517
HC2	0.714	0.451	0.443
HC3	0.803	0.574	0.590
HC4	0.833	0.587	0.630
HC5	0.745	0.506	0.524
HC6	0.710	0.466	0.506
PSA1	0.585	0.786	0.754
PSA2	0.502	0.710	0.617
PSA3	0.601	0.790	0.705
PSA4	0.527	0.781	0.492
PSA5	0.412	0.744	0.433
PSA6	0.515	0.817	0.538
PSA7	0.473	0.765	0.480
SCC1	0.622	0.567	0.683
SCC2	0.407	0.369	0.649
SCC3	0.501	0.612	0.843
SCC4	0.531	0.628	0.841
SCC5	0.494	0.667	0.829
SCC6	0.621	0.729	0.836

4.3 Structural Equation Model

The results of this study are evaluated using the structural equation model. The t-values of the data are evaluated using the recommendations of Henseler et al. (2014). According to the findings, the recommended threshold has

been met. The data revealed that both hypotheses are plausible. Thus, hypothesis 1 indicated that historical changes affect sports culture communication. In contrast, the study showed that the findings of hypothesis 2 confirmed that historical changes affect the psychological state of the audience. Table 5 summarizes the results.

Table 5

Structural Equation Model

Relationships	Original Sample	Standard Deviation	T Statistics	P Values
Historical Changes -> Sports Culture Communication	0.724	0.033	22.263	0
Historical Changes -> Psychological State of Audience	0.678	0.041	16.390	0

4.4. Predictive Relevance

This research has tested the findings of predictive relevance. Q2 represents the predictive relevance findings.

In this research, the results of Q² reported a strong predictive relevance between the research variables because the values were more than 0 (Koban et al., 2012). The results are reported in Table 6.

Table 6

Predictive Relevance

Variables	SSO	SSE	Q ² (=1-SSE/SSO)
Historical Changes	1662	1662	
Psychological State of the Audience	1939	1426.36	0.264
Sports Culture Communication	1662	1181.981	0.289

5. Discussion

The results of this study are derived using structural equation modeling. Consequently, the findings of hypothesis 1 indicate that historical changes affect sports culture communication. In contrast, the study revealed that the results of hypothesis 2 confirmed that historical changes affect the psychological state of the audience. The findings of this study are novel in the literature and contribute to the advancement of theory. Nevertheless, these newly discovered relationships are validated by previous research. According to [Yue et al. \(2021\)](#), the traditional sports culture of ethnic minorities is identical to that of other ethnic cultures; over time, the cultural characteristics and connotations associated with national characteristics will become increasingly disregarded. Moreover, national policies are required to protect and perpetuate national sports culture ([Kim & Park, 2020](#)). Policy guidance can play a more significant role in protecting and developing national sports culture through administrative means. In recent years, government-led intangible cultural heritage protection activities have received a positive social response, causing more people to become interested in national and folk culture ([Shannon et al., 2019](#)). Ethnic tourism facilitated by the government also provides economic benefits to ethnic communities.

According to [Men and Yue \(2019\)](#), the traditional athletics and cultural heritage of ethnic minorities should be excavated, sorted, and protected. Like the traditional sports culture of a particular nationality, the sports activities that have spread among its people will be sorted and adapted, and the national sports projects will be protected and inherited by applying for intangible cultural heritage, integrating into school sports, and integrating into various festivals and tourism industries. According to [Nan et al. \(2022\)](#), people should raise awareness of the national population to preserve traditional culture. The national elite is the driving force behind the promotion of the inheritance and development of national culture; as the stratum with the highest cultural level among the national populace, they not only accept the national mainstream culture but also bear the responsibility of safeguarding the traditional national culture. According to [Mavrodiya et al. \(2019\)](#), the national mass is the most devoted guardian and

inheritor of national culture and the primary force in protecting national culture. Only when the people awaken to their national consciousness and are guided by the national elite can they gain a deeper understanding of their own culture and join the team of inheritance and protection. According to [McGillivray et al. \(2021\)](#), experts and academicians should be prominent in society. All societal sectors are required to reawaken and excavate national sports culture. Experts and academicians can facilitate the transmission and preservation of national culture by bridging the gap between the national mass cultural consciousness and the government's cultural development strategy. With the improvement of village appearance, living standard, transportation, economic income, and education level in ethnic areas, and with the gradual disappearance of traditional sports culture, young people are more likely to choose a social lifestyle that tends to be that of modern urban people; these comprehensive factors lead to the fault phenomenon in the inheritance of traditional national culture and traditional sports culture, which is also one of the crises in the inheritance of traditional national culture.

According to [De et al. \(2021\)](#), establishing interactive exchange platforms for cultural protection and inheritance in the form of museum collections, cultural displays, and performance activities through government-led government subsidies alone is insufficient. It is necessary to transition from "cultural protection" to "ecological construction," that is, to abandon the notion of taking targeted measures (local and static mode of thinking) for the protection of national sports culture and instead let the national sports culture develop in the most "appropriate" ecosystem environment by repairing or reconstructing its ecosystem (systemic and dynamic mode of thinking). According to [De Rycke and De Bosscher \(2021\)](#), people should rely on the nation's internal promotion to fuel the national economy's development and promote the contemporary inheritance and development of the national sports culture. Combining national sports culture with national production, life, and customs is an excellent way to preserve, inherit, and develop a traditional culture for integration into the contemporary life of the nation and to meet the social and spiritual requirements of the

populace. According to [Streimikiene et al. \(2021\)](#), the ecological tourism of She Village, which combines folk culture and leisure tourism, will create a development model of "one village, one product" for ethnic villages under the leadership of cultural and economic elites.

6. Conclusion

In conclusion, the study has demonstrated that the national traditional sports culture emerges from the interaction between humans and the ecological environment and its development law. The origins of the traditional sports of a particular nation can be traced to its production and lifestyle, religious beliefs, and military activities. Alterations in a country's social, economic, cultural, and other factors have altered its traditional sports culture, which is described differently. First, optimizing the traffic environment has expanded the transmission of traditional sports of a particular nationality within a country. Second, the transformation of the social structure has resulted in the transition of a specific nationality's traditional sports organization form from self-care to government control. Thirdly, the influence of leisure and entertainment in modern society has resulted in residents of a specific nationality understanding traditional sports of a particular nationality primarily through festivals and watching performances. In contrast, few people directly engage in conventional sports activities of a specific nationality. In addition, this study asserted that with the development of the tourism economy, the traditional sports of a specific nationality are separated from the local area and brought to the stage as a cultural symbol, realizing their heritage and economic development.

The development of cultural level, on the other hand, renders the people of a particular nationality no longer feudal and superstitious, diminishes the religious hue of the nationality's traditional sports, and emphasizes their fitness and entertainment functions. In addition, government power factors (policy guidance and organizational promotion) play a crucial role in preserving and transmitting a nation's traditional sports. Modern traditional sports of a particular nationality primarily serve economic and cultural communication. Changes in the conventional athletics of a specific nationality in a country have both positive and negative effects. In the context of cultural internationalization, the traditional sports culture of ethnic minorities, along with other ethnic cultures, will be forgotten over time, along with their cultural characteristics and cultural connotations associated with ethnic characteristics. Policy guidance can be essential in preserving and developing national sports culture via

administrative means. In recent years, government-led efforts to safeguard the nation's intangible cultural heritage have received a positive social response, causing more people to be interested in national folk culture. Government-guided ethnic tourism also generates revenue for ethnic minority regions.

7. Theoretical and Practical Implications

These findings contributed to the body of knowledge. The research has demonstrated in the literature that historical changes affect sports culture communication. In the meantime, this research has reported in the scholarly literature that historical changes affect the psychological state of the audience. The findings of this study are unquestionably novel to the literature and have advanced the theory about sports culture communication and audience psychological state. This research also has crucial implications for improving the practices of sports culture communication and audience well-being from a psychological condition standpoint. First, the traditional sports and cultural heritage of ethnic minorities must be unearthed, categorized, and safeguarded. In addition, it is necessary to raise the awareness of the national populace to preserve the traditional culture. National elites are the driving force behind the preservation and growth of national culture. They are the culturally superior layer of the national populace.

Meanwhile, the leading function of experts and scholars should be maximized. Moreover, the revival and excavation of national sports culture require the participation of individuals from all spheres of life. However, experts and scholars can create a bridge between the national cultural consciousness and the government's cultural development strategy to promote the inheritance and protection of national culture. On the other hand, under the leadership of the cultural and economic elite, it is necessary to arouse the general cultural consciousness and completely excavate and incorporate the village's cultural resources.

8. Future Directions

Even though the findings of this study are novel and enhance the theory about sports culture communication and the psychological state of the audience, they have not been previously published. In addition, the research has some practical implications that must be incorporated for more effective implementation of sports culture. Nonetheless, this research's future directions highlight this study's limitations. In the research, neither mediating nor moderating variables were examined. Future research must

determine the moderating function of cultural awareness between sports culture and cultural communication to address this significant knowledge gap.

Furthermore, the function of culture promotion as a moderator between sports performance and cultural communication must be measured in future research. In

addition, future research must assess the role of culture promotion as a moderator between sports performance and the psychological well-being of the audience. These findings can be utilized extensively for generating reliable results and advancing the corpus of knowledge in future research.

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