

The Analysis of the Influence of the Network Chinese Culture Communication on College Student Sport Psychology

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Abstract

This study aims to determine the psychological effects of online Chinese cultural communication on university students. In this study, literature research, mathematical statistics, and other methods were used to investigate and analyze college students' mental health and sports participation awareness, as well as the factors influencing their mental health. Sixty college students were chosen as the research subjects. After establishing a control group and an experimental group, the changes in the psychological stress level of each group's members in response to the intervention of various sports items were studied and analyzed. There were positive changes in the psychological factors of the subjects. Sports intervention in network Chinese culture communication can significantly improve college students' stress-coping ability and psychological tolerance, alleviate their psychological stress, and promote their physical and mental health development. There are some differences between the intervention effects of various sports, but they are not readily apparent. It is recommended that both internal and external physical education measures be taken to create a positive sports environment on campus and improve the psychological health of college students through physical activities.

Keywords: Chinese culture; network propagation; psychology of sports; college students; the impact analysis

1. Introduction

Intelligence is a significant factor in determining the mental health of college students. It is a psychological concept used to determine a person's IQ level. And the psychological Quality of the relationship is quite tight; individuals who want to perform the work assignments and learning tasks successfully must possess a particular level of intelligence. As a result of the constant development of civilization, social competitiveness has increased. The competition among college students is intensifying, and society is placing greater and greater demands on them. Students can only acquire and master more information if they possess a high IQ. College students are increasingly confronted with social competition, which impacts their learning processes. If college students do not undertake timely, effective regulation, they will easily become exhausted and may develop mental diseases due to constant stress. College physical education serves specific purposes, such as mental health and physical fitness, i.e., through physical training. College students can continually develop their mental and physical abilities through exercise and sports. Reduce tension gradually and increase people's physical and mental wellness. Through the essence of sports According to scientific research, kids who regularly engage in sporting activities have more benefits. Good memory, imagination, cognitive abilities, and a relatively stable disposition and demeanor. And more upbeat.

During learning, the cerebral cortex of college students becomes extremely stimulated, and with an increase in study time, it will create protective inhibition, significantly reducing the students' learning efficiency. According to sports psychology, college students engage in physical activity. Due to the mental activities of college students, physical activities will occur during training. Instead, the movement of the central nervous system of college students becomes excitement, which is associated with learning. The central part of the rest is so that college students, due to study and fatigue, are alleviated and eliminated, and the learning efficiency of college students is significantly enhanced. As college students' bodies continue to With the progressive improvement of health, the mental health of college students

will gradually improve. High learning energy will become increasingly abundant, which may effectively enhance their learning capacity Force, can continually enhance college students' learning intelligence.

The network of ideological and political Chinese culture is a powerful supplement to the ideological and political classroom and one of the most successful means of ideological propagation. Considering the vast number of Internet users in China, Zunyi Network Chinese political and ideological culture communication Cultural confidence is a varied communication channel with unrivaled benefits. Chinese network ideology and politics will affect college students' sports psychology (Lyu, Tang, & Yang, 2022). Online education can be utilized to improve college students' athletic psychology, which positively affects the determination of cultural confidence. China Youth Daily's youth school media polled the mental health of college students with Dongxiang doctors in 2020 and discovered that 30% of college students are in a good mental state. 70% of college students in China suffer from psychological issues. This shows that psychiatric counseling should be implemented on university campuses (Lyu et al., 2022; Magdaraog & Reyes Jr, 2017). Figure 1 depicts the psychological stress of college students. In psychological counseling, many psychological professors or professional counselors recommend that college students engage in appropriate sports to alleviate their psychological state. What is the relationship between sports and mental health? Combining the sports behavior of college students in sports activities in the new era with a psychological perspective, literature, and a questionnaire, this essay examines the topic from a psychological standpoint. To provide more information for physical education in the current era, this study analyzes the psychological mechanism of the sports behavior of college students through research and comparison analysis to help students develop healthy exercise habits.

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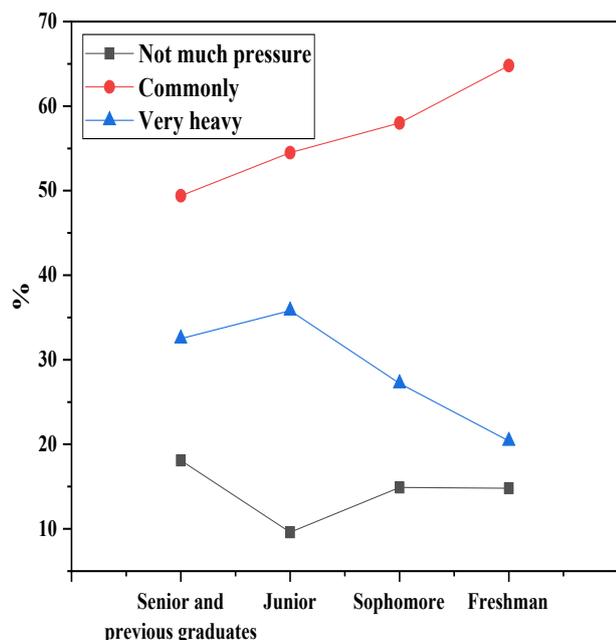


Figure. 1 The pressure feeling of college students in different grades

This study aims to assess the psychological effects of online Chinese cultural communication on university students. In addition, the study has addressed a unique research gap not addressed by subsequent studies. In this regard, the contribution of this research to the existing body of literature is significant for its contribution to knowledge. Theoretically and practically, the findings of this study have appropriate implications for this research. In addition, the research suggests future avenues for scholars to contribute to the literature.

2. Literature Review

With the evolution of our society, the bar for college students continues to rise. College students must have sufficient social adaptability. According to research on sports psychology, a more significant number of school sports activities will attract college students. The force gets increasingly potent; Collective sports activities have a very high coagulation cohesiveness, causing students to congregate and improve their communication. College students will take part. Adding athletic activities, which contribute to the ongoing development of their sense of honor, can enhance learning efficiently. The capacity to adapt to a new situation, foster cooperation among pupils, and enhance Student spirit of unity, the desire to make college students quickly adjust to the employment environment, and the ability of tall students to adapt to the social milieu must be mentioned. Thus, employing sports psychology, the institution engages in various sports activities, which assists college students in adapting to their social environment.

In recent years, the fast growth of mobile Internet technology has enabled the Belt and Road Initiative to communicate Chinese culture through more open, flexible, and diverse channels. Under the Belt and Road Initiative, significant research has been undertaken on the current status, problem mode, platform path, and network communication strategy of Chinese culture. The primary research findings can be summed up in three aspects: the first relates to the benefits

of new media in the online communication of Chinese culture, the second focuses on the implications of the findings for future research, and the third focuses on the implications. Scholars generally believe that new media is a vital new channel and the primary front for the external transmission of Chinese culture, which is favorable to breaking down national barriers and bridging cultural gaps. Based on maintaining the safety of ideologies and values, it is advocated to enhance cultural identity through contact. The new means of communication should be utilized to disseminate the most alluring elements of Chinese culture (Wang et al., 2022). The second is research on communication technology platform methods to enhance the impact of Chinese cultural network communication. Scholars propose that we should rely on the construction of the digital Silk Road of the 21st century and take the big data of the digital economy and artificial intelligence with the aid of cloud computing and other technologies, thereby seizing the opportunity of media integration and achieving the transition from single traditional media to composite Internet communication. It offered external communication using an e-commerce platform to produce more Internet products with cultural connotations. Third, a case study of Chinese cultural network communication (Derince, 2022; Gonzalez Mendez et al., 2022; Kwok & Fang, 2022).

Physical activity is the foundation for generating healthy mental health changes. Regular exercise with moderate intensity (60–75% of maximal heart rate) and duration between 20 and 60 minutes is favorable for mood enhancement (Keshun Zhang et al., 2022). Aerobic exercise increases body awareness and physical capacity, enhancing the exerciser's bodily satisfaction and contributing to developing a positive mental attitude. This study demonstrates that, as a method of sports intervention, the amount of exercise directly affects the degree of association with mental health. If the amount of activity is insufficient, stimulation and exercise intervention cannot be achieved (Huang, Parnphumeesup, & Lakkanawanit, 2022). Too much exercise, however, will result in the exercise abuse syndrome, which is primarily manifested as giving priority to exercise without restraint and unwillingness to quit even in the event of injury, as well as the phenomenon of eating disorder, emotional disorder, and fatigue syndrome, which directly affects the effectiveness of exercise intervention (Ojeyinka & Ajide, 2022; Xiao et al., 2022).

Consequently, in the process of ball game intervention, we must comprehend the size of the quantity of exercise and heart rate management between 60% and 80% of the maximum heart rate, each time for 30 to 60 minutes, 2 to 3 times per week, based on the exercise rating scale of 60 to 85 points. This is consistent with the endorphin release mechanism notion that moderate exercise can enhance cerebral blood flow and boost the release of endorphins in the body (Guo et al., 2021; Xu et al., 2022). This endorphin contains morphine-like properties, which can produce sedative and analgesic effects and a pleasant and upbeat mood (Prema & Periasamy, 2022). This paper conducts an in-depth investigation and analysis of the network communication of Chinese culture, investigates the improvement and innovation of the new Internet technology on the mode of cultural communication, and argues that mobile Internet technology plays a significant role in promoting the efficient dissemination of information and the high-quality transmission of culture.

3. Methodology

According to sports psychology studies, physical activity can stabilize the mood of college students. Sports impact the psychological wellness of college students. They are reflected in the state of the thread. As societal competition increases, so do mankind's advantages. There is an ever-increasing correlation between profit and money, and the interaction between individuals grows ever closer. The further apart individuals get, the more spiritually void they become, which makes it easier for them to lack empathy. Good emotional response, and college students in studies, life will become increasingly anxious due to eradicating poverty.

Regarding picking a work, it is simple to engage in comparison-based thinking, which might result in severe psychological imbalance. Produce a negative psychological response, followed by various psychological problems like loneliness, depression, and sadness. And sports psychology discovered that college students frequently engage in physical activity, which contributes to the psychological equilibrium of college students, causing them to become increasingly optimistic and enhance their mental health continuously. Sports psychologists feel that, in general, humans desire to have a positive experience and that having a healthy physique can increase contentment and happiness. A fluid experience is an ideal interior experience that helps individuals feel warmer. Participation in an activity, enjoyment, and fun are aspects of experience. Physical activity is essential for activating and maintaining a healthy nervous central nervous system. School physical education reflects contemporary values, including diversity, fitness, and humanities. Sex, entertainment, etc., and the current focus of school athletics is entertainment. According to Sports Psychology, various feelings, such as physical fitness, can be experienced through physical activity. The feeling of enjoyment during sports, the feeling of relaxation after sports, the feeling of peace in interpersonal relationships, and the feeling of conflict. The pleasure derived from overcoming obstacles. Therefore, college students who participate in sports can make significant progress. Students maintain a positive, stable disposition and even create an uplifting spirit.

3.1 Literature Review Method

By referencing the research results related to college students' mental health over the past decade, including teaching science, sports education, sports training, operations research, physiology, sports statistics, etc., we aim to comprehend the cutting-edge knowledge, summarize the arguments in the literature, and establish a solid theoretical foundation for this topic.

3.2 Mathematical statistics

Table 1

Statistical comparison of the factors of the pre-test psychosomatic Symptom self-rating Scale in online Chinese cultural communication

factor	experimental group (N=20)	control group1 (N1=20)	P value	control group2 (N2=20)	P value
grand average	21.36±5.22	21.04±4.18	>0.05	22.63±5.47	>0.05
somatization	1.94±0.81	2.06±1.01	>0.05	2.04±0.98	>0.05
force	2.87±0.21	2.88±1.46	>0.05	2.60±1.63	>0.05
interpersonal sensitivity	2.21±0.23	2.50±1.87	>0.05	2.21±0.71	>0.05
depression	2.45±0.85	2.19±1.89	>0.05	2.71±0.23	>0.05

Any instrument may be used for statistical analysis in any quantitative-data-based research project. This research pertains to the social sciences; therefore, SPSS software was utilized for data analysis. For statistical analysis and data processing, SPSS was utilized. Similarly, previous studies in the same area of research also utilized SPSS for data analysis and identifying significant results. Therefore, this research justifies this method of data analysis.

3.3 Test program design

There were 60 students of psychological factor ≥ 2 , including 48 boys and 12 girls, with a male-to-female ratio of 4:1, and an average age of (20.52 ± 1.04) years old. They were divided into three groups according to their sports hobbies. The experimental group (16 boys and four girls) was the ball teaching project group. Control group 1 (15 males and 5 females) was the other sports project group; Control group 2 (17 males and three females) was no sports hobby group.

According to the theories of system theory, training science, and psychology, the commonality of ball game technology is extracted, its technologies are organically merged, and the movement standard is not excessively high. The integrated teaching experiment scheme is established, based on gradual progression, from barrier-free to obstacle; and then from passive defense to active defense. Finally, to the actual conflict so that students may readily comprehend, grasp, and employ it, bringing it closer to the actual contest and enhancing their chances of victory in the actual contest. The learning zeal and team spirit of students can also be enhanced. Emphasize joyful sports in sports and experience the allure of ball games to alter perceptions of oneself and others. Group 1, as a standard Wushu aerobics, sports dance, and other non-ball games, were listed as sports. The second control group was a project-based sports group with no sports-related hobbies and passive involvement.

From September 2021 to April 2022, the duration of the follow-up survey was 32 weeks. The subjects engaged in the survey twice per week for a total of 90 minutes per session, with the cognitive intervention occurring within the first 10 to 15 minutes. Control all types of test settings so that the test control group 1 2 can decrease as much as possible the impact of external influences on the results, ensuring the reliability and comparability of test results. Before conducting the teaching experiment, experimental group 1 and control group 2 were established. The psychological Teaching and Research Department experts utilized the self-rating Physical and Mental Symptoms Scale (SCL-90) to evaluate the psychological health of the three subject groups. The obtained data were analyzed, the results indicated no significant difference in each element before the intervention, and the samples were balanced (Table 1).

anxious	2.46±0.41	2.55±0.59	>0.05	2.38±1.32	>0.05
hostility	2.06±0.29	2.04±0.78	>0.05	2.33±0.82	>0.05
horror	2.57±1.53	2.38±1.24	>0.05	1.99±0.57	>0.05
bigoted	2.41±0.05	1.98±1.32	>0.05	2.58±1.23	>0.05
mental disease	2.29±0.84	2.46±1.11	>0.05	1.79±0.98	>0.05

3.4 Mental health questionnaire assessment method

The individuals' psychological health was evaluated using the SCL-90, modified by Chinese psychologists based on Soriano-Ferrer and made more applicable to the present situation in China. It is commonly used in mental health surveys and clinical diagnosis, and its reliability and validity are well-established. This table has nine components and ninety elements; the nine factors are somatization, compulsion, interpersonal sensitivity, sadness, anxiety, hostility, fear, paranoia, and psychosis, in that order. The greater the score, the worse the mental health is.

3.5 Exercise level evaluation method

Exercise level scale PARS-3 with high reliability and validity is used. The scale mainly measured the subjects' physical activity from three aspects: the intensity, time, and frequency of participating in the exercise. Amount of exercise = strength×time×frequency. The intensity and frequency were scored 1-5 points from 1-5 levels, and the time was scored 0-4 points from 1-5 levels, so the maximum amount of exercise was scored 100 points, and the lowest was scored 0 points. In this survey, the internal consistency coefficient of this scale is 0.89. The scale's Alpha credibility is 0.731.

3.6 Sports hobby questionnaire evaluation method

To increase the test's reliability and validity, the sports hobby questionnaire was required to be administered concurrently with the mental health assessment of human studies. According to the unified regulations, every subject answered the questions on the scale item by item.

4. Results and Discussion

Scholars have a comprehensive understanding of Chinese culture's online communication practices in the Belt and Road Initiative context. They have investigated numerous research angles, but there are still several gaps. First, they focus more on enhancing the influence of Chinese culture's internet communication. However, the research object is limited to a particular cultural category and cultural form, and there is no top-level design (Punyaratabandhu & Swaspitchayaskun, 2018) of the network communication of Chinese culture under the Belt and Road Initiative. Second, there are numerous particular remedies and proposals for increasing the effect of network communication. Still, there is a lack of research evaluating communication effects and public opinion counseling.

Regarding research approaches, there is a shortage of communication theory-based analysis. The author intends to analyze the practice and existing issues of network communication of Chinese culture under the Belt and Road Initiative from the perspective of network communication elements, as well as investigate the construction path of the network communication mechanism of Chinese culture under the Belt and Road Initiative. Currently, the number and rate of Chinese Internet users are expanding annually. Based on pertinent facts, the author organizes Figure 2 as follows:

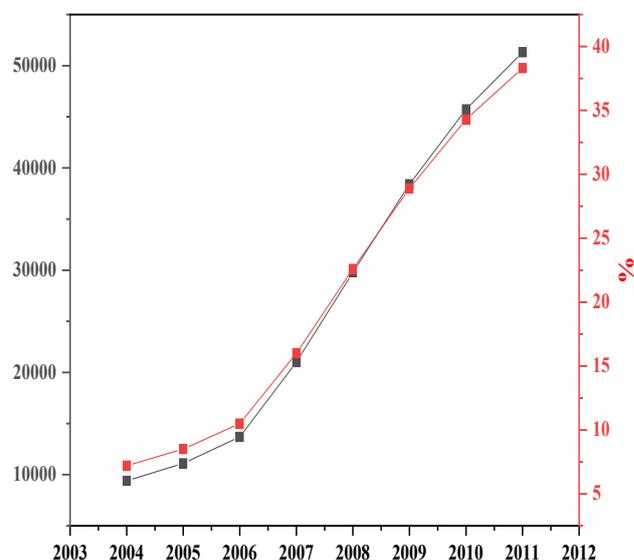


Figure. 2 The scale and penetration rate of Chinese netizens

A questionnaire survey was conducted among 424 first-year students, 223 sophomores, and 374 juniors to prove that negative network information impacts college students' mental health. Among them, there were 446 boys, accounting for 43.7%, 567 girls, accounting for 55.5%, 8 did not report, accounting for 0.8% urban students, accounting for 58.5%, 281 county and town students, accounting for 27.5%, rural students, 12.5%, 12 did not report, accounting for 1.2% A total of 1100 questionnaires were distributed, and 1021 were recovered, with a recovery rate of 92.82%. In addition, the author also conducted a survey in the form of interviews, from which 60 people were selected for experiments and interviews. The interview content mainly covered the following questions: ①What are the factors that affect mental health; ②Of all the factors listed above, which one is considered to have the most significant impact on mental health; ③Whether schools or parents take specific measures to address and prevent the occurrence of mental health problems; ④In what ways and in what forms do you think negative information has a certain impact on mental health. After that, the author quantified the answers of 10 students and finally obtained relevant data based on the principal factor method in psychological research.

4.1 Survey results and analysis

The mental health self-rating SCALE categorizes the potential psychological disorders of college students into six categories and is used to assess their mental health condition. According to the statistical data, ten students have at least one component of moderate psychological difficulties. College students' physical and mental growth is most influenced by environmental adaptation and interpersonal relationships, accounting for 16.7% of the survey. Emotional issues, academic pressure, and employment prospects are significant determinants of college students' mental health (see Table 2). The Sports awareness questionnaire assesses college students'

passion for sports participation. The students were divided into experimental and control groups based on the mental health self-assessment form results, and the sports awareness questionnaire was distributed to examine. After statistical analysis, it was determined that 65.0% of the students in control group 1 had no interest in participating in sports activities.

In comparison, only 15.0% of the students in the experimental group had no interest in participating in sports activities. As shown in Table 3, the experimental group had a 50.0% higher rate of strong interest and general interest in participating in sports than the control group. The experimental group has a far lower proportion of individuals who nearly never participate in sports than the control group. The survey reveals

that college students with mental health issues have a low awareness of sports participation and a lack of excitement and initiative for sports. Nearly two-thirds of psychologically healthy pupils have a long-standing habit of engaging in physical activities. The analysis contends that, as a result of the evolution of society, contemporary college students face pressure or confusion from a variety of sources, including academic employment, emotional, emotional, and interpersonal relations, and that a good and healthy psychology can assist college students in effectively coping with the social environment and psychological pressure. And participation in sports significantly impacts the development of a healthy psychological environment among college students.

Table 2

Questionnaire on Mental Health problems

Mental health problems of college students	Students number	%
Environmental adaptation (self-awareness disorder, self-centrality, poor ability to live)	12	20.0
Academic (lack of motivation for study, motivation for study, practical test anxiety)	10	16.7
Employment (confusing future, great pressure, psychological impact of social injustice)	9	15.0
Emotional emotion (love, friendship, family, depression, imbalance, pessimism, etc.)	9	15.0
Interpersonal relationship (inappropriate interpersonal relationship, poor social interaction, individual psychological closure, etc.)	18	30.0
Neuropsychiatric disorders (neurasthenia, OCD, depression, etc.)	2	3.3
total	60	100.0

Table 3

Sports Awareness Questionnaire

sport consciousness	Higher interest	Not very interested	Not interested
experimental group	5 25.0%	12 60.0%	3 15.0%
control group 1	2 10.0%	5 25.0%	13 65.0%
control group 2	0 0%	6 30.0%	14 70.0%

4.2 Comparison of the amount of exercise between the experimental group and control group 1 and control group 2

The amount of exercise by the experimental subjects was quantified by the amount of exercise rating scale PARS-3. There was no significant difference in the amount of exercise between the experimental and control groups (P > 0.05). However, there were significant differences with control group 2 (P < 0.05). The results showed that the -frequency of exercise intensity in the experimental group was the same as that in the control group 1 but significantly higher than that

in the control group 2. The mean scores of exercises in experimental group control group 1 and control group 2 were respectively: 67.89,60.12,39.26.

By comparing Table 4, it can be seen that there are very significant differences in the somatization hostility and depression factors between the experimental group and the control group (P < 0.01). There were significant differences between the interpersonal sensitivity experimental group and control group 1 (P < 0.05) and very significant differences between the interpersonal sensitivity experimental group and control group 2 (P < 0.01). Although the average score of compulsive anxiety, fear, paranoia, and psychosis factors decreased to a certain extent, there was no significant difference before and after the intervention experiment, indicating that the psychological factors of the test subjects had positive changes as the intervention method of ball games.

Table 4

Statistical comparison of factors of post-test psychosomatic symptom self-rating scale in online Chinese cultural communication

factor	experimental group (N=20)	control group 1 (N1=20)	X1-X	P value	control group 2 (N2=20)	X2-X	P value
grand average	19.56±3.54	22.22±3.87	2.66	<0.05	22.66±4.7	3.1	<0.01
somatization	1.73±0.42	1.84±0.39	0.11	<0.01	1.75±0.42	0.02	<0.01
force	2.57±0.57	2.64±0.75	0.07	>0.05	2.79±0.35	0.22	>0.05
interpersonal sensitivity	2.15±0.38	2.43±0.64	0.28	<0.05	2.65±0.53	0.5	<0.01
depression	2.03±0.46	2.16±0.52	0.13	<0.01	2.66±0.24	0.63	<0.01
anxious	2.18±0.55	2.59±0.27	0.41	>0.05	2.56±0.28	0.38	>0.05
hostility	1.47±0.67	1.99±0.34	0.52	<0.01	2.68±0.38	0.91	<0.01
horror	2.46±0.86	2.55±0.86	0.09	>0.05	2.64±0.49	0.108	>0.05
paranoid	2.25±0.29	2.23±0.69	-0.02	>0.05	2.34±0.43	0.09	>0.05
mental disease	2.72±0.65	2.79±0.24	0.07	>0.05	2.89±0.42	0.17	>0.05

4.3 The Influence of Internet Chinese Culture on College students' sport psychology

Confidence in sports is influenced by Chinese culture, which is rooted in China's lengthy cultural past. During the revolutionary period of modern China's fight for national independence and liberation, the revolutionary ideals and actions of the Chinese Communist Party can be sung and celebrated. They exemplify the spirit of tenacity, adversity and simplicity, industry and bravery, and hard work. China can use them as a guide for escaping poverty and constructing a moderately wealthy society (Kuo & Chang, 2021). College students are accustomed to quick, fragmented, segmented, and disorganized reading. The Internet presents a new challenge and opportunity for the propagation of Chinese culture. We can utilize authority websites, microblogging WeChat public, and revolutionary APP tweets depth excavation easy class war glory revolutionary martyrs to occupy student's thoughts of Chinese culture with the mainstream network domain, through the correct leading of students, from cultural recognition confidence to cultural consciousness, and to realize the cultural occupation college students' political education domain (He & Chiang, 2016).

4.4 The network communication of Chinese culture leads college students to form reasonable emotions

The group's irrational emotion stems from its erroneous understanding due to its lack of knowledge. From the perspective of information processing, incomplete input information will add to the lack of information through imagination, resulting in errors in information processing, leading to incorrect cognition and unreasonable emotions. According to ABC rational emotion therapy, it is necessary to modify unreasonable cognition or reprocess information to modify unreasonable emotions. The authoritative information of network Chinese culture communication can profoundly and comprehensively guide the sport psychology of college students. A system of releasing omnidirectional information with no dead Angle can assist college students in rationally processing their sport psychology, altering their unreasonable cognition, and not blindly following the network authority to form reasonable emotions (Hu et al., 2022; Larbi et al., 2022; Meng, Li, & Zhang, 2022).

4.5 The network communication of Chinese culture leads college students to form group confidence

The herd effect causes college students to abandon their sport-psychological selves and mindlessly follow the public network. Consequently, the most effective approach to occupy the network is to occupy the position of the network flock, become the sports psychological network thought leader of college students, and guide the college students' positive and healthy development. The author explains college students' network thinking from the perspective of Internet thinking, that is, the network observer effect, that is, someone pays attention to something first, releases pertinent information to the network, and causes some individuals to resonate. Thus, netizens began to express on the Internet that even though a small number of college students hold dissenting views, they are merely ordinary members with insufficient influence and therefore do not dare to oppose the majority of opinions, being forced to follow the crowd (Gonzalez Mendez et al., 2022; Kwok & Fang, 2022; Lei Zhang et al., 2022). The investigation's findings regarding the impact of college athletes' conduct can be discovered and formulated. School, family, and the media are the most influential psychological factors in the athletic behavior of college students. To the three elements, colleges and institutions must first implement their physical fitness programs for students. To improve the environment for the

development of physical activity habits among students. And equipment conditions in the physical education class to provide students with more opportunities for choice and independent activity space, to assist students in gaining a greater sense of success and happiness in sports activities, and to foster the development of a favorable sports consciousness and attitude.

4.6 Enhance the subjectivity of college students' sports

Offline instruction is a traditional method of instruction that students widely accept. The importance of offline instruction cannot be overstated, and requires substantial student participation. Through interactive learning in a flipped classroom, collaborative learning practice, visiting, visiting and learning, and other offline teaching methods, the dominant position of college students in the communication of Chinese culture can be strengthened, as can their awareness and initiative in learning Chinese culture and their recognition of Chinese culture. The combination of online and offline learning can further encourage college students to deepen their understanding of Chinese culture, have the courage to explore Chinese culture, form the correct three perspectives, and identify the appropriate role models (Duan et al., 2022; Wang et al., 2022).

4.7 Chinese culture is integrated into college students' daily life

Chinese culture should be integrated into the social environment, family environment, school environment, and community environment, i.e., the daily environment of college students, to increase the students' travel of Chinese culture and strengthen the influence of Chinese culture on college student's moral character and daily behavior. The behaviorist psychologists' reinforcement theory is utilized to increase the direction of Chinese culture in clothing, food, housing, and transportation. It gently influences the daily lives of college students, internalizing Chinese culture in the heart and externalizing it in practice. The spiritual leaders of Chinese culture are used to influence the words and actions of college students. In contrast, the role models in social psychology observation and learning are used to shape the dedicated role models for students and direct observation and learning.

4.8 Network information channels combined with the ideological and political class

Online network information channels should become natural complements of traditional instruction. The two elements are complementary and united. Modern college students can get an in-depth understanding of Chinese culture (Lei Zhang et al., 2022) by combining the sense of ritual of traditional teaching with the features of broad coverage, rapid speed, and voluminous content of online education. The Chinese cultural basis in Zunyi should be utilized for practical instruction. Concurrently, the growth of red resources combined with online and offline should be formed to construct a linkage mechanism to realize enormous online resources and match offline expansion, with the two being carried out concurrently and without separation.

4.9 Pay attention to the network communication commentator team training

Develop a team of professional network communication commentators in close contact with and understand college students, with counselors as the optimal group. Commentators on network communication have two responsibilities. The first objective is to propagate Chinese culture and the optimistic spirit of socialism. The second

objective is to direct the current social phenomenon of college students to consider and comment on sports psychology through the microblog Yiban and other network platforms utilized by college students more frequently for publicizing and commenting.

5. Conclusion

A sound personality is one whose behavior and psychology can be united and harmonious. Personality is an essential aspect of college students' mental wellness. If college students have a healthy personality, and the foundation of that personality is a positive attitude, they will have effective psychological control over their conduct. It is not difficult to discover that only college pupils with a healthy mind can demonstrate a sound personality. Therefore, sensible behavior can indicate mental wellness. This article demonstrates that sports intervention has a favorable impact on the mental health of college students in online Chinese culture communication, with significant differences between somatization hostility and depression variables ($P < 0.01$). Each fitness regimen has a unique effect, necessitating more study. Let college counselors become the student group's leader so they can become the pioneer in thought guidance and action models and achieve the guiding function of network ideology and politics. Ideological and political workers must be the head sheep in the network to occupy the network discourse power of college students' psychology and issue authoritative words that can aid in forming group confidence among college students' network groups. In a nutshell, the study on the effect of an exercise intervention on college students' psychological stress promotes a fair understanding of the effect of an exercise intervention on college students' psychological stress. Therefore, efficient sports intervention in the communication of Chinese culture on the Internet may alleviate the psychological stress of college students, lower their psychological stress levels, and ensure the development of their physical and mental health, which is of great importance.

6. Implications of the Research

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This study has significant theoretical implications that have contributed to expanding knowledge. The study revealed that sports strongly influence students' psychological state and that students must be motivated to engage in productive sports activities. In addition, the research demonstrated that sports are essential for the improved academic performance of students, and they are introduced in the context of cultural communication, which was not addressed in earlier studies. This study extends the cultural communication theory, making the research findings a significant contribution to knowledge.

Practically, this research is significant because it adds significant implications to the body of knowledge that was not previously considered. The study revealed that teachers must encourage students to participate in sports because college students can learn more effectively if they participate in sports. In addition, this research has demonstrated that sports activities are necessary for the learning process because they reduce stress. Therefore, based on the findings of this study, the college administration must provide all the necessary facilities for enhancing sports activities to improve student learning. In addition, the findings of this study are not limited to the research population but can be generalized to yield significant results.

7. Limitations and Future Directions

Future research on the cultural communication and sports psychology of students will need to address the limitations of the present investigation. The research has demonstrated the connection between cultural communication and sports psychology, but several other factors may also contribute to cultural communication. Future research must therefore concentrate on the function of teacher motivation and teaching style in cultural communication and learning. In addition, future studies must emphasize the role of student feedback and instructional innovation in improving students' cultural learning. Thus, future research would bring significant findings to the existing body of knowledge.

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