Analysis of Data Application in Network Sports News

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Abstract

Based on the content of online sports media, this study analyzes the characteristics of Internet sports communication, disseminates content, and compares the advantages of traditional media. Taking Sina Sports, China's largest online sports platform, as an example, analyze the content changes of Sina Sports using data to support news reports, combining the classic cases of mainstream media practice data news, interpreting the conceptual connotation and basic characteristics of "data news", and the impact of data on the production of sports news content.

Keywords

New media, sport news, college student.

1. INTRODUCTION

With the advent of the era of mass communication, new media has constantly changed people's lives and reading styles. Various news reports and news carriers provide audiences with a comprehensive reception platform and reading experience, under the impact of the new media wave.[1] The rise and development of online media has re-segmented the media communication pattern. Media integration has become the mainstream of current media development and the main development direction of the media in the future. Since the rise of online sports news, its live broadcast links are far more than traditional media, involving various sports projects, and the network data is open, viewers can directly view the statistics of the game through the database to understand the detailed process of the game. Post comments in real time. These advantages have determined that online sports news and broadcast platforms have gradually become the first choice for sports enthusiasts to receive sports news. In the era of mass communication, the continuous development of newspapers, periodicals, radio, television and online media has greatly enriched the choice of audiences to receive information. With the widespread use of mobile phones, tablet computers and various electronic terminal products in the life, the network has already It has become one of the main channels for the public to obtain news on a daily basis, and the timeliness, large amount of information, and rapid update of the network also show its unique advantages in the face of traditional media.

As an important part of the news, sports news is developing very rapidly, and the audience is paying more and more attention. Sports news reports have become the information that many people must obtain every day, and even become an indispensable part of people's lives. [2] The form of news should go ahead of traditional media and use its own advantages to change the way text is written so that the audience can receive information more conveniently and in a timely manner.

As a new channel for audiences to obtain information, online news has received more attention and encounters bottlenecks and challenges of its own development. Internet sports news has won the "privilege" of transcending traditional media with its unique reporting method, and it applies statistical analysis and data to sports news, intuitively showing the game

to the audience, and can also be a commentator in the broadcast. The reporter provides technical support to deliver the information in the field in real time. Online sports news reports can make better use of data analysis and field statistics as an important part of the report because of its innate advantages such as fast update, rapid release, and short text.

As early as the beginning of the 21st century, researchers have proposed to work hard to build a sports media database early, to cater to the development trend of media integration and dissemination, and to make efficient use of data.

TV media as the mainstream media of top sports events can not be underestimated, but it is undeniable that mobile Internet has become an important supplement to sports communication in addition to traditional TV channels. Around the sports events, the content of different sports information transmission channels is not the same. A single content delivery is no longer the core of leading communication. The maturity of digital technology has promoted the transformation of media integration. In addition to technological innovations, meeting the needs of audience experience, participation and interaction has become the primary goal of most media. The main body of traditional sports communication is concentrated on communicators and audiences; the content of sports communication, the channels of sports communication and the effects of communication under the development trend have received more attention.

The development of science and technology has brought about the integration of the functions of the audience and the communicator. The information acquisition, analysis and dissemination functions of the communicators are also available to the general audience.

2. RESEARCH METHOD

Literature methods

According to the purpose of the thesis and the contents of the research, the relevant research literatures and books of online sports news in recent years were reviewed, and the current status and development of the research were understood and mastered.

Case analysis

Through the analysis of the typical report of sports news of Sina Sports Channel, this paper summarizes the writing style, communication form and data analysis application of sports news.

3. THE STATUS QUO OF CHINA'S ONLINE SPORTS NEWS REPORTS

The network has gradually become the main channel for more and more audiences to obtain information. This is because it is far more than the timeliness of paper media. From the acquisition to the release of a message, traditional media often takes hours or even a day, while online media only It takes only a few minutes to publish. And the 24 hours of online media update meets the real-time information needs of the audience, and the network has a wider coverage, regardless of geographical, spatial, time, etc., allowing for greater the audience within the scope gets the information. It is under the conditions of such advantages that the network sports news has developed and formed its own unique characteristics.

3.1. Webcast Gives the Role of Real-Time Communicators of Online Sports News

World sports events are being carried out almost every day. Different time, place, and project, the audience is different. How to deploy the program? How to broadcast various events? Traditional media can't do anything about this problem. In addition to selectively buying individual TV live broadcast rights, there is no other way, and one channel can only broadcast one game at the same time, the audience selectivity is extremely small, and many large events cannot be broadcast live. TV media websites or professional online news companies can open

online events according to their own abilities. All kinds of competitions in various world projects have links to enter. The audience only needs to click on the website to enter the live broadcast room to watch their favorite live matches. [3]

The website has a variety of sports events to choose from, and it is possible to watch two or more different games at the same time. For example, websites with high click-through rates in China, such as Sina Sports Channel, Sohu Sports Channel, PPTV Internet TV, etc., all open live webcasts according to their own abilities. Every day, there are different sports events broadcast, from a wide range of basketball and football. From the competition to the golf and horse racing competitions, there are live links for the audience to choose. This convenient and humanized broadcast route is recognized by the public, especially the youth audience, and the choice of many events is unmatched by traditional media.

In recent years, for the world-class events such as the Premier League and the American Men's Professional Basketball League, which are highly regarded in China, major websites have opened up special live channels, with special broadcast teams and commentary teams. Through the large-scale publicity of the webpage, using a large number of pictures and game data to attract fans to watch, Sina Sports Premier League also invited famous football commentators to improve their ratings, and CCTV sports channel basketball commentators also made guest appearances. In the webcast room, the network commentary greatly improved the click rate of the website. With the acceleration of people's life rhythm, it is more difficult to watch a game in front of the TV. The live webcast does not depend on time and place. As long as you have network receiving equipment, sports events are within reach.

3.2. Professional Team Supports Online Sports News Report

The advantage of traditional media lies in the combination of written news writing and live pictures. Columnists in sports newspapers and magazines describe a realistic game scene for the audience, explain the game process, and infect readers with their own comments. A lot of reports made a game a classic. Nowadays, online sports news can combine the functions of newspapers, radio stations and TV stations. The professional news team conducts planning, reporting and commenting on the whole event. There are a large number of videos, pictures, column writing and text reports.

In the absence of competitions, text reports occupy a majority, update various sports information, in the time of the game, the number of text reports decreased, mostly converted into relevant news of the day's competition, the live broadcast link became the front page, and other reports is a statistical analysis of the pre-match reports of the day's competition, providing pre-game guides for the audience.

In the live broadcast of the event, in addition to understanding the commentator's comments, the audience can also express their opinions through online messages, which is unmatched by traditional media. The forum for fans also encourages viewers to voice their voices through the webcast, exchange ideas, and actively participate in the comments of the competition. The series of prize-winning quiz and online lottery activities planned by the professional team inspired the audience's enthusiasm. While watching the game, they also became the loyal audience of the website, thus habitually choosing the website to watch sports games.

Sports journalists play a very important role in the production of traditional sports news. Based on their own experience, sports journalists choose sports news materials from the perspective of subjective judgment and make them into sports news. But in the era of big data, through the use of big data technology or methods, the analysis and screening of massive sports news, it can realize the digitization of the dissemination of news production, and filter out sports news information that is more realistic, objective and meets the needs of the public.

It can be seen that the sports news information in the era of big data will be more data-oriented and change the traditional sports news production mode.

3.3. Sports Information Media Diversity

The sports information media is diversified and rid of dependence on traditional media. Due to the particularity of the broadcasting rights of sports events, the broadcasting rights of sports events are controlled by the central or local TV stations for a long period of time. However, with the advent of the era of big data, users' demand for sports information is diversified and personalized, mainly through the Internet, social networks and applications to understand sports information.

In this context, the number of traditional media audiences represented by television and newspapers has rapidly declined. Traditional media has to change the way of sports programs, and use the Internet, Weibo and other media as an important medium for the dissemination of sports information. It is transformed from a traditional TV or newspaper editing platform to an electronic editing platform and disseminated through video or other ways to meet the public's demand for sports information in the era of big data.

Computers, tablets, handheld TVs, mobile phones, all electronic products will be developed into a platform for online sports events. In addition to the live video room, each website also launched a live webcast, which provides a platform for live broadcasts and live scores for audiences who are unable to watch videos. Through the live text, you can still get the game information in real time, refresh the live score, browse the game process, read the event report, and make up for the lack of traditional media communication.

4. THE APPLICATION OF SPORTS DATA IN ONLINE SPORTS NEWS (TAKING SINA SPORTS AS AN EXAMPLE)

With more and more people paying attention to sports events and more and more time, many viewers have become semi-professional and even more professional sports fans. How to keep attracting audiences during the reporting process, it has always been the problem that media people who need to think. Traditional media narrative reports have been unable to meet the requirements of the audience, and large-scale text reports have also caused dyslexia and aesthetic fatigue. Digital reports that are constantly being developed and used in online sports news have solved this problem well. [4]

Sina.com is a website with a very high click-through rate in China. It has opened a special Sina Sports Channel to update various sports events, including event previews, event broadcasts, sports news, sports figures, sports specials, sports columns, and online TV shows. With rich content of sports resources, its comprehensive coverage and powerful broadcast capabilities, professional technical statistics and sports reviews, it has become a leader in China's online sports news reports. In particular, its professional and comprehensive data statistics have become its unique advantages and have become an important reference and data support in other sports reports.

4.1. 24-Hour Comprehensive Coverage of the Game Site

Scrolling reports are the most common form of online sports news reports and also reflect the characteristics of the network. Unlike traditional media, the network can update the news 24 hours a day, the amount of information is huge, and often needs to be displayed in a scrolling form on a limited layout. Scrolling reports are divided into text reports and photo reports. The text report mainly attracts readers with the title, and plays a guiding role. The uninterrupted scrolling title covers the sports events, sports figures, competition information, etc. The audience clicks on the title according to their personal preferences and enters the article for

reading. The picture report attracts the audience with large pictures, often in the form of photos on the game site, close-ups of the characters, etc., which is more visually impactful and expressive.

Compared with the paper media, the network pictures are more updated and clearer, and the image can be directly hit by the scene. Passing the details of the news, some pictures are enough to explain the problem, no need for text description, but more connotation. Scrolling reports can publish news content in the first time with a short message or even a sentence, which makes up for the lack of timeliness of traditional media to meet the needs of the audience. The dynamic way of using text and images improves the readability of news reports, closer to all levels of audience, reflecting the personality of online news reports.

4.2. Provide News Material with Comprehensive Data Statistic

Sina Sports Channel clearly lists the catalogues of various sports events on the homepage. The list below provides the results of the day's competition and the scores of the live broadcasts, and scrolls the pictures of the major events on the day in the middle of the layout. The viewer clicks on the title to go directly to the live room to watch the game or view the live game data and receive the text broadcast.

After the game is over, comprehensive technical statistics are published in the news topic. The audience can know the details of the game through statistics at any time, and the reporter can also write post-game comments and in-depth reports after carefully studying the data. As an important news source, data can be used in reports. Reporting the game through data analysis makes the news no longer boring, and the data can be presented intuitively to the audience's game situation, the cause of winning and losing, and the data can be approximated the conclusion of the game without having to re-describe the game in a traditional narrative. [5]

4.3. Using Database and Data Mining Technology to Enhance the Depth of the Series

In the face of leagues and intercontinental competitions, there are often dozens of games that need to be reported and commented. Such special reports are long in duration, and the content of the reports is very complicated. Traditional news reports every game and makes comments until there are dozens of reports at the end of a season. It is difficult to form a coherent series. It is difficult to reflect the depth of the report by simply superimposing and integrating each report. The use of the database can greatly deepen the depth of the report.[6] A comprehensive analysis of the statistics of all the events after the end of a season, and the overall data of each team, such data can be applied to a series of reports. A comparative analysis of all the matches of each team is carried out through a visual chart to make the audience read at a glance. The conclusion of the data increases the depth and authority of the report. The openness of the database is convenient for the audience to check the data sheets such as the standings, the shooter list and the assisting list.

5. SHORTCOMINGS DISCUSSION

Media convergence speeds up the speed of communication, increases communication efficiency, and enhances the entertainment function of sports communication.[7] Whether it is the gossip news of the famous star or the national carnival triggered by commercial advertising, the more severe viewing competition also has a negative impact on various media. More vulgar entertainment and business factors attract the attention of the audience, especially for the teenagers. Bad influences ignore the connotation and sports value of sports information dissemination.

Nowadays, the development of online media has promoted more false information, and the media and the self-control of the audience are fundamentally still need to improve media literacy and sports literacy.[8]

Unreasonable use of data is also worthy of attention. [9] In order to adapt to the more experiential audience requirements, the various forms of the surface of the game are also frequent, and the core of the scorpion with both technology and fashion is manipulated by commercial interests. The use of technical and the accumulation of data does not necessarily make the news clearer. Instead, we need journalists, editors, and audiences who can scientifically process data. [10] Both journalists and audiences need to deepen their understanding of data and the ability to use data appropriately.

6. CONCLUSION

Through the analysis of the data analysis and application of Sina Sports Channel, it can be concluded that the future network news will replace the redundant text with data to become the new material and main content of news reports. Especially in sports news, data statistics become more concise and persuasive than words. The way of reporting, the data will be more widely used in Internet sports news reports, and future online sports news reports will be developed for data news and visual news. For the reasonable use of data, without data abuse and misuse, journalists need professional statistical knowledge and data processing methods, data mining knowledge as a support, through scientific data analysis to support the rigor of news reporting and authoritative.

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