

Research on the Impact and Construction Strategy of Campus Football Culture Based on Big Data Era

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Abstract: The development of football in China has a long history, but the efforts and hardships in recent decades have not received the reward they deserve. In this regard, based on the era of big data, the author studies the impact of campus football culture and construction strategies. After relevant research, the author's research suggests strengthening the campus football culture system from the perspective of strengthening the space extension of football activities inside and outside the school, improving the campus football match system and brand building, and carrying out a variety of practical activities such as football culture activities. In this way, it can promote the construction of campus football culture, promote the development of China's football culture, and promote the better progress and development of China's football industry.

1. Introduction

China attaches great importance to the development of football, and the professional development of football was formed in the 1990s [1]. The basic elements of teaching are teachers, students, facilities, teaching management, and various resources and personnel introduced for the protection and coordination of these basic elements [2]. In the context of big data: what data can be used in the school meal: education industry, and bullying related research has led to a large amount of data waste [3]. As an important aspect of promoting the development of Chinese football, campus football has risen to the national strategy and has been highly valued by relevant state departments and education authorities [4]. Through the application of football, we can develop our own intelligence, strengthen students' physique, cultivate students' interest in learning, enrich campus life, promote the development of physical education, and cultivate a new generation of successors to adapt to the development of the times [5]. The development of College Football League has pushed the campus football to a new height. At the same time, we should also strengthen the construction of campus football culture to promote the construction of campus spiritual civilization [6]. There are various forms of campus football, including football matches, games and other related activities [7]. By 2030, China's men's football team will be among the first-class teams in Asia, and by 2050, China will become a powerful football country in the world.

With the development of sunshine sports in Colleges and universities, college students have more time for sports activities. Football is a popular sport among college students [8]. At present, China has entered the era of big data, and people have more and more information and data. Campus, as a place for imparting knowledge and dispelling confusion, the most important duty of intelligent campus is to assist in teaching. Campus football culture refers to students learning basic knowledge of football culture, mastering basic dribbling skills and using skills, and being able to skillfully use these skills to complete basic football training [9]. The purpose of campus football culture is to form a football culture with "passion, participation, cooperation, unity and hard work", and integrate the spirit of this culture into the teaching management of the school to improve the quality of teaching in colleges and universities. Whether the students are the main body of campus football activities is the core criterion for judging the attributes of campus football. In the case of ensuring students as participants, the venue of the activities can be not limited to the campus [10]. Development So far, with the rapid rise of China's sports industry, football has also made certain progress. In December 2017, the Minister of Education, Chen Baosheng, at the National Youth College Football Work Leading Group Meeting, used the "three people think about things, some

people have done things, have money to do things, and have rules to do things" to work on campus football for the past three years. to sum up.

2. Construction of Campus Football Culture Selection Model under Big Data Environment

2.1 The architecture system of campus football culture under the big data environment

Regardless of which strategy is applied in the selection of young football players, the ultimate goal is to obtain high-quality football players. Here, I think that only the campus intelligence of the infrastructure layer and the business system layer is called "digital campus" or "information campus". Without the business process grooming and business boundary definition, many business systems can only meet local requirements, and there is no global resource integration. It also indirectly leads to the difficulty in improving the ability of information technology to work for the school business. At the same time, it also points out that there are specific problems and the next work plan for campus football in reality. Campus football not only emphasizes the training of sports skills, but also emphasizes the acquisition of football spirit. The spirit of positive, resolute, resolute, tenacious struggle, unity and cooperation, close cooperation and mutual friendship is the quality that every growing student needs. Football culture can be said to be an indispensable campus culture in schools. Football culture mainly emphasizes the cultivation of students' sports ability. The main forms are running, jumping and top-class performance. The main means of football is unity and cooperation. Teams need to cooperate with each other. Team members can not stand alone and fight alone. This cultivates the students' cooperation ability, cultivates the sense of cooperation among students, and is conducive to strengthening the relationship between students.

The elements of campus football culture should include the following four aspects: the material culture of vocational school football, the system culture of vocational school football, the behavior culture of vocational school football and the spirit culture of vocational school football, as shown in Table 1.

Table 1 The Composition of Campus Football Culture

Constituent part	The manifestation of football culture
Material Culture of Campus Football	Football venues, facilities, equipment, sculptures, information
Campus Football System Culture	Football venues, facilities, equipment, sculptures, information
Campus Football Behavior Culture	Football Teaching, Extracurricular Exercise, Football Training and Organizing Football Matches
Spiritual Culture of Campus Football	The Code of Conduct, Moral Accomplishment, Theoretical System, Spirit and Atmosphere of Football

2.2 The Significance of Constructing Campus Football Culture

The construction of campus football culture is of great significance to the cultivation of students' physical and mental health, the enhancement of students' learning enthusiasm and the construction of school culture. Teaching managers should clarify the essence of football culture. Football culture can not only cultivate students' strong will quality, cultivate moral sentiment, and enrich students' extracurricular cultural students or life. That is to say, the real core of football is culture. Constructing campus football culture is conducive to the development of students' mental health and lays a foundation for their future entry into society. Therefore, exploring the Era Connotation and practice path of campus football culture, which is a characteristic culture, will have positive significance for promoting the healthy and sustainable development of Chinese campus football and even the whole football cause. With the continuous development of various business systems and the increasing collaboration between business departments, data sharing between systems becomes particularly important. Therefore, the application of big data technology in the selection of campus football players is as follows: On the basis of full analysis of big data technology, football talents

with development potential are selected from campus football players. And when these systems and information can be integrated, and intelligent analysis and mining, and thus greatly improve management efficiency and management accuracy, we can achieve the requirements of the "smart" campus. For the smooth development of football teaching, it is necessary to find a teaching model and teaching philosophy suitable for their own schools. In the process of strengthening the spread of campus football culture, we must also find suitable methods and methods. The school culture should be close to the society, close to the profession, close to the students, starting from the students' life and ideological reality, combining the professional training objectives, introducing the corporate culture and professional culture, and carrying out effective education and teaching activities. Behavioral culture is at the core of campus football culture, and the construction of students' value orientation is the core of campus football behavior culture construction.

3. Analysis on the Strategy of College Football Culture Construction

College teaching management workers should improve their understanding of football culture. The development of campus football and the construction of football culture cannot be separated from the support and help of leaders. Campus football is a combination of sports and education, and is the product of applying sports to educational practice. When the financial management of each enterprise is controlled, "zero inventory" has always been an important work goal. When inventory and warehousing are managed, the purpose of the work is to improve the profitability of the enterprise and minimize its inventory cost. Campus football is a special form of football that extends into the school. It not only has the basic movements, rules and rules of football, but also has the special characteristics of promoting students' development and implementing education. Cloud computing is an infrastructure, which can cooperate with big data, intelligence and other existing systems to complete all kinds of business and build intelligent business system, but it does not provide intelligent services. On this basis, the selection decision-making is made. The main technology consists of information collection module, data analysis module and index selection tracking module. Football culture can also become the mainstream culture on campus, which can affect the teaching management of students. To integrate this culture into the teaching of students will surely make a qualitative leap in the reform of teaching in Colleges and universities. Therefore, culture is the real core of campus football and the essential attribute of campus football. Cultural construction is the core work of campus football.

Campus football culture belongs to the category of campus sports culture and is a part of school culture. Students can exercise by running and other forms of exercise. Schools can change the traditional form of exercise, so that students can have a football match during the break or extracurricular activities. It can also make football culture really integrate into campus cultural life, stimulate students' enthusiasm for football, and make football a part of students' daily life. The construction of campus football culture is an effective measure to cultivate students' interest and hobbies in sports and form good habits of physical exercise. It is also an effective means to comprehensively implement quality education, promote sunshine sports and construct good campus culture. It takes the campus as the center of the circle and has a wide spatial extension. It can expand the influence of campus football by developing rich and colorful football activities, competitions and competitions, forming exchanges and exchanges among provincial, municipal, inter-provincial and even transnational campus football activities. "Campus Football Players Information Database" will store information covering the training, competition, learning, life and other aspects of campus football players. It can be used in the selection, teaching, training and other aspects of campus football, and has the value of data assets.

Through the "big data" analysis, we can select football talents with potential to become high-level football players from campus football players. We collect, store and analyze platforms based on "big data". Campus football science, correct teaching and training mode. Campus Football League Four. The three requirements put forward three sub-goals respectively, and constitute a complete target system with the overall goal. See Table 2.

Table 2 Target System of Campus Football Material Selection Model Based on Big Data

General objective	Sub target
Through the "big data" analysis, from the campus football players, select young football talents with potential to become high-level football players.	Build a platform with the ability of "big data" collection, storage and analysis. It is used to develop material selection standard and establish database.
	Promote the reform and development of campus football teaching and training, and create a benign interactive space for the selection of campus football players.
	Promote the development of the four-tier football matches on campus, and provide the consideration mechanism and information feedback mechanism for the selection of football players on campus.

The introduction of big data technology in the selection of campus football players requires a wealth of information data, so information security should be put in the first place in the construction process. The role of intelligence in smart campus is mainly embodied in the level of security and education recognition. For example, Face Recognition of UVS technology assists many universities to achieve more accurate personnel management. That is to say, to carry out campus football activities in schools, we should respect the inherent law of football development, and take campus football as a means to promote students' growth and development, and play its educational role. Therefore, in the management of inventory and warehousing, besides considering its cost, we should also comprehensively analyze its time optimization and use the information-based financial management model to achieve real-time information transmission. Then the relevant information is transmitted to all suppliers at the same time to better meet the needs of supply chain management mode, in order to achieve the purpose of reducing inventory. The influence of culture is imperceptible and lasting, while sports as a simple project, the impact on people is relatively phased and transient. Classroom teaching methods should be diversified, strengthen the interaction between teachers and students, use modern multimedia teaching to teach, and make full use of online media to educate students on football culture. This will enable the construction of football culture to be integrated into the student's learning life and achieve good teaching results. The construction of the "Big Data" running platform. Including big data collection module, big data storage module and big data analysis module. As a method and means to realize the function of this mode, this is also the core content of the entire material selection mode. Campus football is based on football as the carrier to promote the popularity of sports and deepen the implementation of physical education as the fundamental goal, let more children participate in football and enjoy the joy of football, thus promoting the healthy development of students' physical and mental health.

4. Conclusion

Campus football culture is an important content and carrier for cultivating and educating young students. It can improve students' physical fitness and cultivate their spiritual will, consolidate the foundation of Chinese football development and meet the needs of social spiritual culture, and enhance the country's soft power and international status. Culture is the essential attribute of campus football, and people (student) is the core of campus football culture construction. Therefore, China's national traditional sports culture must continue to develop in the era of globalization, and it is necessary to appropriately develop the national traditional sports industry. It is necessary to combine the development of enterprises with the actual development of network information to ensure the scientific and timeliness of the choice of financial innovation programs. In order to promote better financial management control of enterprises, make their supply chain show good prospects for development, ensure that enterprises can have lasting competitiveness, and better occupy a dominant position in the competitive market. Its performance in formulating selection objectives, constructing selection structure and applying selection methods greatly enriches the theory and method of applying big data technology in the selection process of campus football

players. At present, the state, government, society and education departments are improving the cultural quality of campus football by strengthening the development of campus football. And constantly improve the development environment of campus football, strengthen the management of campus football culture, and promote the process of realizing the dream of China's football power.

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