

Research Article

An Empirical Study on the Construction Path of Sports Public Service Platform under the Background of “Internet +” by Fuzzy Computing

Jieqing Wang,¹ Deming Shi ,² and Sang-Bing Tsai ³

¹Physical Education Department, Lanzhou Technology and Business College, Lanzhou 730101, China

²College of Physical Education, Northwest Normal University, Lanzhou 730070, China

³Regional Green Economy Development Research Center, School of Business, Wuyi University, Nanping, China

Correspondence should be addressed to Deming Shi; shideming2021@126.com

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The Internet is the product of the rapid popularization of high technology. With the higher and higher configuration of computers, the functions are more and more complete, and the scope of coverage is more and more wide. With the continuous development and improvement of the Internet, computer network technology has been widely used in sports. Based on the background of “Internet +”, this paper builds the framework of Internet sports public service platform and uses websites, mobile apps, WeChat, and other platforms to build sports public service platform. Communication system is the most critical path of Internet construction. Based on the application path of sports public service communication system, the basic content of sports public service system is analysed. Through the research on the practicability of constructing the path, the results show that the Internet channels and media terminals passively receive the content released by the information subject so that the information can achieve the node transmission with high sharing and provide theoretical reference and practical guidance for the informatization development of sports public service.

1. Introduction

With the rapid development and perfection of computer Internet and the popularization of sports, there are some problems, such as the low level of sports network and informatization, the insufficient utilization of stadiums and gymnasiums, and the lack of scientific and reasonable fitness guidance, which make the development of people’s sports culture enter the bottleneck period. With the background of “Internet +”, it will provide technical and platform support for sports public service, effectively solve the problems existing in sports public service, and promote the progress and development of sports public service. There are many positive effects of the dissemination of sports culture, including further enriching and satisfying people’s life needs and making social development more orderly and organized. The effective dissemination of sports culture can better

promote the further development of society and build harmonious socialism. However, when disseminating social culture at present, sports culture is rarely involved. Therefore, the construction of sports public service platform can enhance the richness and diversity of college sports culture, better and deeper understanding of sports culture, and better understanding of traditional folk sports. In the context of “Internet +”, the effective dissemination of sports culture through sports public service platform can reasonably and effectively reduce the cost of dissemination of sports culture, better improve its influence on sports culture, and expand the scope of influence on sports culture [1]. Therefore, the construction of a sports public service platform based on the background of “Internet +” is the need to spread sports culture and promote the development of sports culture toward modernization and informatization [2]. Based on the background of the Internet era, it is feasible and necessary to

build a sports public service platform, which will promote the development of informatization and modernization of sports public service and improve the development status of sports public service.

With the continuous progress and development of social economy, the material life of the people has been basically guaranteed, and the people have a higher pursuit of improving the quality of life. The construction of socialist sports culture has become an important part of promoting social progress and development and constructing socialist harmonious society. The marketization of sports industry has not been paid enough attention under the traditional economic development mode. The construction of sports public service platform can solve the problems of low development level and slow speed of sports industry in colleges and universities and give full play to the positive role of sports public service platform. The use of sports public service platform can better and more effectively reduce the marketing cost of sports-related enterprises and effectively enhance the interest in sports [3]. Sports public service platform can promote benign competition among sports enterprises, improve the quality of sports services provided by sports-related enterprises and enrich and perfect sports service projects through sports public service platform evaluation. It builds a reasonable and effective sports public service platform under the background of "Internet +", which not only integrates sports resources, but also improves sports market [4]. Sports culture has the function of enriching people's life, meeting human needs, and promoting social order and organized development. At present, the content of sports culture in social and cultural communication is very little, and the content and types of sports online video teaching are not rich enough. Therefore, the construction of sports public service platform under the background of "Internet +" will effectively promote the progress and development of sports culture. First of all, the construction of sports public service platform will help to protect the richness and diversity of folk sports culture. Under the background of the Internet era, the number of Internet users has increased sharply. The dissemination of sports culture through the Internet platform will reduce the dissemination cost of sports culture, effectively improve the influence, and expand the scope of influence.

In the traditional economic development model, the marketization development degree of sports industry is low, and sports service work is mainly organized by the government and public institutions. In addition, the social Engel coefficient is high, and the proportion of people's investment in sports consumption is small, so the sports industry does not develop as an independent industry [5]. Through the sports public service platform, it will effectively solve the problem of the low development level of the sports industry and improve the sports service quality of the government and social sports enterprises. In addition, with the help of network platform, the cost of marketing is lower and the effect is better. People will reduce their sports investment in daily life, arouse their interest in sports, and drive the comprehensive, coordinated, and sustainable development of sports industry in the whole region. In the process of

sports public service, there are some problems, such as insufficient government funds and policy support, limited sports resource supply capacity, and insufficient sports service personnel, technology, and information integration. The imbalance of the "hardware and software" development of sports public service makes the sports public service work cannot be effectively guaranteed. Therefore, the quality and quantity of sports public service cannot effectively meet the needs of people's construction and development. The public service platform should improve the collection of sports resources, realize the integration and mining of sports resources, constantly enrich the content of sports industry, explore the economic development ability of sports culture, and promote the progress and development of sports culture and sports industry. The development of sports service platform started late, the government invested insufficient funds in stadium construction and maintenance, and there were few mass sports activities in society. Existing community sports venues cannot fully meet the people's fitness needs, which restricts the improvement of sports public service quality. At the same time, the informatization management degree of sports resources is low, and the traditional operation mode of sports venues lags behind, leading to the unreasonable and effective use of sports resources.

2. Related Work

Van den Bulck and Moe mainly introduce the integration of leisure sports and tourism industry, the establishment of leisure sports tourism public service system including service object, service subject, main service content, and service mode and put forward the development strategy of sports tourism public service system construction based on this [6]. Kim and Kim suppose that city community leisure sports public services and community leisure sports public service system should include sports services, facilities, sports organizations, services, information services, training, guidance services, investment services, supervision, and feedback and effect assessment service contents [7]. Cortesi and Gasser, through investigation about the present situation of sports public services, proposed the service system construction direction of systematization of service organization, diversification of financing, diversification of service content and form, specialization of leisure sports service personnel, universalization of mass participation, and rationalization of resource construction allocation and utilization [8]. Trappel elaborated the standards and methods of building a public service system for national fitness and discussed the important practical significance of building a public service platform for leisure sports [9]. Emaldi et al. discuss the core supporting technology of constructing "Internet +" leisure sports public service platform, explore the framework of leisure sports public service system, and put forward suggestions and methods. Some of these achievements are at the technical level, and some are discussed at the conceptual level [10].

"Internet +" is to use information and communication technologies and Internet platforms to deeply integrate the

Internet with all walks of life and create a new development ecosystem. It represents a new social form, that is, gives full play to the optimization and integration of the Internet in the allocation of social resources, deeply integrates the innovation results of the Internet into the economy and society, improves the innovation and productivity of the whole society, and forms a broader economic development form with the Internet as the infrastructure and implementation tool. "Internet +" is user-centered strategic thinking based on Internet technology and platform [11]. After defining the top-level strategy design, using ICT and Internet platforms, inject new vitality into traditional industries and create an innovative development ecology. "Internet +" presents another social form. In the allocation of social resources, it gives full play to the integration and optimization role of the Internet, deeply integrates the innovation results of the Internet into various economic and social fields, gradually improves the innovation capacity of the whole society, and becomes a broad economic development form. McEnnis believes that with the continuous development of the globalization of science and technology in the current society, the Internet has become one of the important auxiliaries for the utilization of social resources. Exploring how to effectively combine innovation resources, integration and sharing with the current Internet background is the direction of future development [12]. Ertas believes that academic activities using Internet technology are complicated and expensive. After the development of several surgical smartphone applications, financial barriers and time saving are eliminated, academic activities using Internet + surgery will be superior to other methods [13]. Merickova et al. put forward that the current situation of the dissemination of traditional national sports is the dissemination of the connotation of sports culture through consumption in various commercial forms [14]. "Internet +" presents another social form. In the allocation of social resources, it gives full play to the integration and optimization role of the Internet, deeply integrates the innovation results of the Internet into various economic and social fields, gradually improves the innovation capacity of the whole society, and becomes a broad economic development form.

The use and open sharing of stadiums and gymnasiums are considered and preliminarily explored as "Internet + stadiums and gymnasiums." The "Internet +" stadium integrates the two and promotes the promotion, development, and application of the stadium on the platform of "Internet +." "Internet +" can reduce and optimize all kinds of risks in stadiums. The implementation of "Internet +" in the sports industry needs to upgrade cognition and arm the mind with Internet thinking. "Internet + sports" related enterprises should build innovative systems to go online and think about how to improve their efficiency from the perspectives of business model and organization mode [15]. According to the public's personalized demand for sports, establish a reasonable Internet organization management model. The sports industry should be integrated with the Internet, and the characteristics of network equality, openness, and

interaction should be applied to the sports industry to realize the deep integration between online and offline as well as virtual entities so that the information resources of the sports industry can be effectively and fully utilized. "Internet + Sports" is the internetization of organization and management operation mode, connecting and utilizing the industrial data of the sports industry with the big data resources of the Internet. The combination of virtual network and real world creates a new sports industry ecology. "Internet + sports" "makes the development of the sports industry into a new stage, through the analysis of large data integration capabilities, sorting out the supply and demand, reform of the traditional supply mode of the sports industry and industrial structure, and so on, to enhance the power of the development of sports, improve the sports fitness benefits, so as to promote national health steady progress.

This paper applies the network of Internet + sports management operation mode to construct the framework of Internet sports public service platform. The communication system studies the effectiveness of constructing the path from all sides.

3. Construction of Internet Sports Public Service Platform

3.1. Construction of Internet Sports Public Service Platform Framework. The basic purpose of Internet sports public service is to meet people's demand for sports fitness and leisure entertainment and make timely response according to the demand. For the application of science and technology, the main body of Internet sports public service platform is human. In Internet sports application technology, the main body of public service platform is human, the infrastructure construction of urban sports venues. The infrastructure construction of sports public service platform needs the support and guarantee of science and technology [16]. Through technical support in the background of integration of science and technology, operation and process information in order to meet the large amounts of data information resources for information contact with things, thus rendering on intelligent device shows that the sports public service platform, allowing people to quickly and accurately find the site with your idea match, at the same time on a person's physical condition of real-time monitoring, make people more aware of their health. Infrastructure construction includes the foundation of urban sports field construction, the foundation of sports public service platform construction and the support of science and technology.

The construction of sports field is to integrate the physical exercise field existing in the traditional physical world. Through the integration, the relevant information of the field is converted into numerical value, and the network resources are connected with each other. The construction of public sports service platform is to provide a correspondence to the traditional physical world online world and make the information in the two-world one-to-one correspondence. The framework of Internet sports public service platform is shown in Figure 1.

The figure shows the combined framework of basic security system, which can meet the sustainable development of Internet sports public service platform. The basic security system consists of the infrastructure construction layer, data processing layer, technical support layer, and application presentation layer. The basic guarantee system is composed of standard system and safety and comprehensive management and protection system. In terms of infrastructure construction, the infrastructure construction layer is the foundation of constructing the whole Internet sports public service platform framework. With a foundation for upward construction, and then upward is in a large amount of information storage at the same time, to meet its operation must ensure the existence of data processing, storage, processing, analysis, decision-making, and other means of science and technology to communicate the connection between the layers, that is, the second layer of data processing. Technical support is a necessary element of the framework, and the third layer of technical support is to maintain the operation of the entire framework. The results of the Internet sports public service platform are displayed, and the feedback of existing problems is obtained based on the display, and the top-level application is displayed [17]. At the same time to have standardization and network security as the premise of the fundamental guarantee, the need for standardization system is to ensure that its development broaden further and further; only a regular direction can better promote its continuous forward. The network makes the whole world more closely connected. If there is a network insecurity, data will be destroyed, and the whole system breakdown is fatal to the Internet sports public service platform, so security protection is crucial.

3.2. Path Construction of Internet Sports Public Service System.

The infrastructure layer is the foundation of the framework construction, including the infrastructure of urban sports venues, the infrastructure of public service platforms, and the basic guarantee of science and technology. The application of Internet of things technology and sensor technology in the infrastructure construction of urban sports venues can transform the sports venues in cities into the information world. In the infrastructure construction of public service platform, cloud computing, big data, and mobile Internet technology are used to store, analyse, and process the data transformed from the physical world to ensure the real time and effectiveness of the numerical value provided by the network to complete efficient operation. The role of the infrastructure layer is to collect data and then upload the collected data to the upper layer. The information obtained at this layer can guarantee the information source of all kinds of software operation, database operation, and platform operation service for the upper-layer applications through the cloud computing centre. At the same time, the use of big data to mass data for distributed data mining.

Data processing layer is a huge information warehouse, which is the condition of communication infrastructure layer and other layers. It provides data guarantee for the operation of Internet sports public service platform, and a

large number of data sources come from this layer. In this layer, data information related to the infrastructure layer is stored. The background operation processes and analyses the stored sports information according to the standard specifications, classifies the operation and files it, and then exchanges, presents, and serves the information needed to be provided. And support the application of all intelligent personalized products on the Internet sports public service platform. In view of large-scale sports information such as site demand, human body monitoring, and sports culture, it can be divided into three types of basic database, namely, national fitness database, competitive sports database, and sports government affairs database. In this way, it lays a solid data foundation for data interconnection and resource sharing. At the same time, it also guarantees the operation and development of the Internet sports public service platform.

The technical support layer can be said to be the core of intelligence. The realization of Internet sports public service platform relies on technology as the core guarantee, which needs intelligent and scientific operation and strong support for development. The processing, analysis, operation, integration, and presentation of data need to rely on the support of technology to be responsible for the whole information processing, business norms, process norms, data processing, digital modelling analysis, prediction, and decision-making and make it better integrated into all layers and applied in the entire Internet sports public service platform system.

The application display layer is the display window of the achievements of the Internet sports public service platform. Through the design and development of intelligent personalized products, the collected information can be presented through processing and analysis. In the operation and development of the Internet sports public service platform, the application presentation layer is also key and necessary. It can intuitively judge and test the success of the Internet sports public service platform through the use of organizations. Through people's use of it, to achieve timely feedback, so as to upgrade and update targeted. It can be said that it can serve as a basis for better development of the deficiencies that we know exist and provide effective services for the operation and development of the Internet sports public service platform.

3.3. Research on the Application Path of Internet Sports Public Service Communication System.

Based on the Internet construction of the most critical communication system, it will run through the entire platform of public services. Communication system is an instant communication platform built on the platform layer based on the cloud platform infrastructure layer. Instant Messaging (IM) is a communication method that can transmit information efficiently. It allows both parties or multiparties to use the network to transmit information in the form of text, pictures, voice, and so on in real time. The communication system based on C/S architecture is the basis for the application of the platform to play a functional effect, as shown in Figure 2. The operation mechanism of communication system service of sports

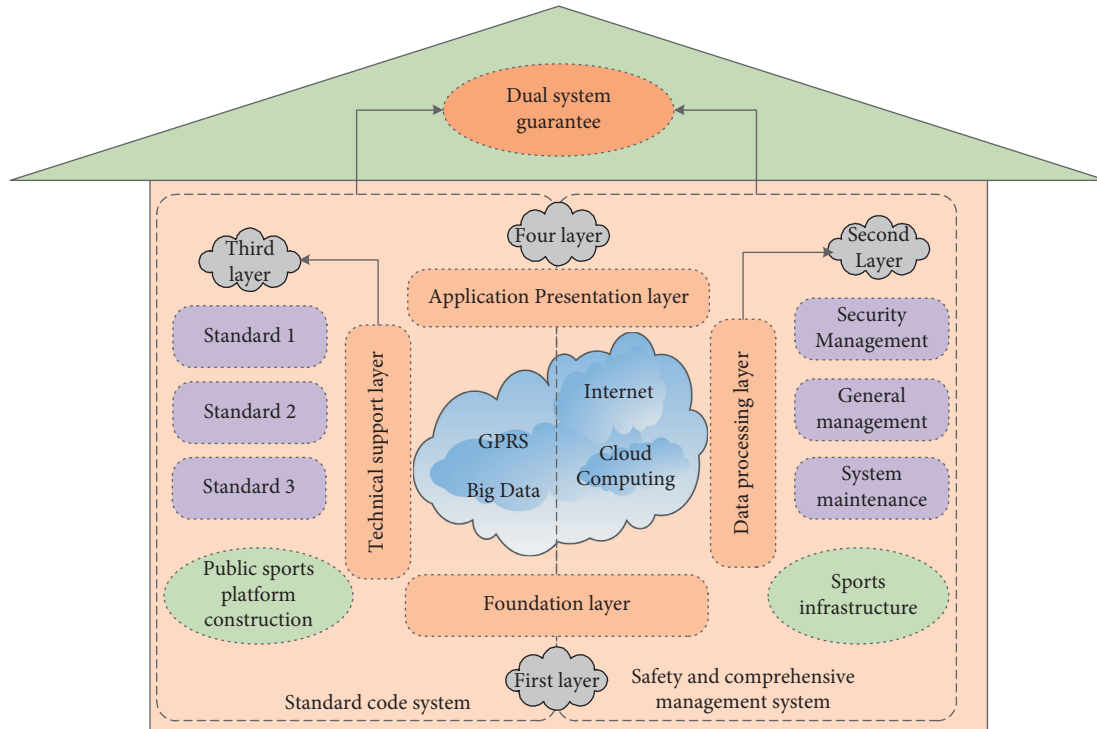


FIGURE 1: Frame diagram of Internet sports public service platform.

public service platform is as follows: users visit the platform, choose the corresponding platform according to their own needs, and input information consultation questions in the platform. After simple information processing, the platform system sends the user’s consultation information to the corresponding service window through the platform instant messaging system, and the user can communicate with the corresponding staff. After the exchange, users will give feedback and evaluation on the service according to the service situation. The platform system will analyse the feedback information and store it in the cloud database for reference by relevant subjects.

The application is mainly based on the communication system to provide several service paths for sports industry, namely, information consulting service, supply and demand information service, investment and financing information service, and information feedback evaluation service. These service functions are relatively independent, and at the same time, they are connected with each other and communicate with each other, forming a huge and unified database for the platform system to sort out and analyse, and further improve the services provided by the platform.

3.4. *The Construction Path of Sports Industry Public Service Database.* Under the background of “Internet +,” the main path of sports public service is the construction path of database, and the powerful information storage and computing capacity of cloud platform are utilized to provide public services [18]. The database entrusts the storage and analysis capability to the network, and all users who can receive the network and access the platform client can enjoy these storage and analysis services. Sports public service

platform can build a series of industrial database on the platform, such as sports organization database, sports talent database, sports project database, sports enterprise database, sports property rights database, and sports site database. Through the construction of these databases, all the subjects related to sports can know the most timely and comprehensive industrial information in the first time. The platform has strong analytical ability; it can continuously collect and sort out information related to the sports industry and provide users with information keyword search service so that users can timely search for the information they need. When users search for user information, the content they use, as well as the behaviours of registration, login, and filling in information forms, also provide the platform with new information, which can be dynamically circulated and continuously generate new information. The platform can use its powerful analytical ability to analyse these data, describe the development trend of the sports industry, and constantly improve the platform and the sports public service model.

4. The Effective Path of “Internet +” Sports Public Service Platform

4.1. *Network Platform to Build a Sports Public Service Platform.* The construction of sports public service platform based on the background of “Internet +” can be achieved through the construction of network platform, which requires more rich and real sports content and can promote the development and operation of network platform with marketization characteristics. The sports public service network platform can provide diversified services such as

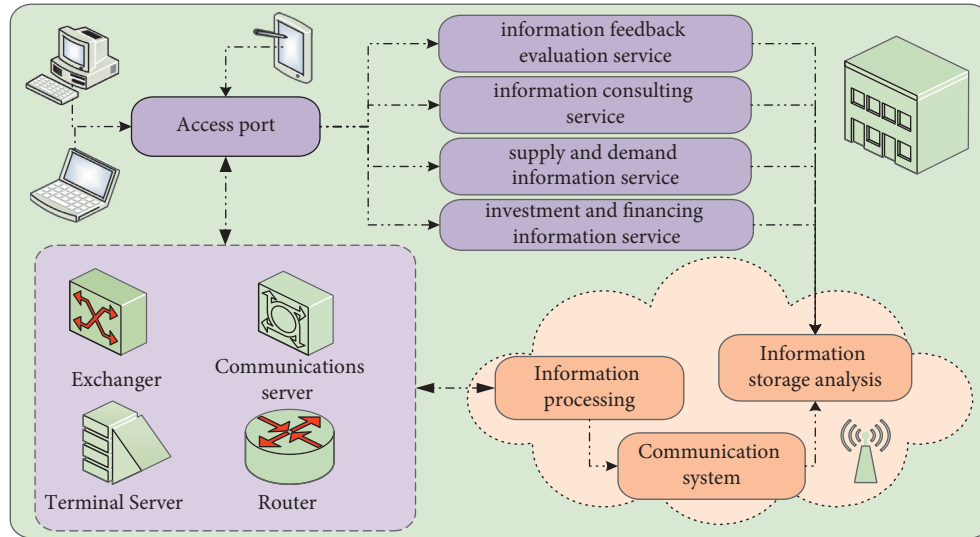


FIGURE 2: Operation mechanism of sports public service platform communication system.

searching, broadcasting sports events, signing up for sports activities, inquiring and booking sports venues, guiding and training sports activities, and purchasing sports products. The public service platform constructs the search content from the two aspects of searching sports venues and searching sports activities and training so as to better and more convenient choose suitable sports venues and sports coaches and enhance the interest, enthusiasm and initiative of learning sports knowledge, and participating in sports activities [19–22].

The construction of sports public service platform under the background of “Internet +” requires the website platform to ensure the richness and authenticity of content and promote the market-oriented development and operation of the website platform. Sports public service website platform will provide more diversified services for citizens, for example, sports event search, sports event live broadcast, sports activity registration, venue inquiry and booking, sports activity guidance and training, and sports product purchase. In the construction of website platform, we should perfect two aspects of search content, namely, sports site search and teaching and training search. It is convenient for the public to choose suitable sports venues and coaches to improve their interest and enthusiasm in sports. Sports public service network platform should adhere to the market-oriented and professional operation mode and ensure that the function system in the network platform is constantly updated so as to provide humanized sports public service for the public.

The website is mainly about sports news, stadiums, events, social instructor information, sports association information, and fitness encyclopaedia knowledge and fitness monitoring centre information. At the bottom of the website, there are also various fitness encyclopaedia knowledge and various sports policies issued by the bureau of sports recently, which is comprehensive and convenient for the masses to consult and understand. After registering

with their mobile phone number or logging in with their social security card number, they can search for venues and select required services, submit their orders, and pay online through UnionPay. After completing the order payment, they can receive SMS messages containing the order number and venue information. At the same time, the public can click the link in the message to download the order QR code. When exercising at the venue on the expiry date, citizens can show their order number or QR code to verify their admission. This site can be very convenient and quick reservation to the ground, when the refund, the processing speed is fast; the only fly in the ointment is that the platform did not show detailed contact way of the social sports instructors, and service information of all the training institutions, with only fitness knowledge, event registration, and the function of the venue booking, did not enable people seek the path of scientific guidance.

4.2. Mobile App Platform to Build a Sports Public Service Platform. The construction of sports public service platform based on the background of “Internet +” can break the limitation of time and space in providing sports public service more effectively. Mobile phone registration can be convenient to use the platform; using the positioning system in the mobile App can quickly understand the phone number of sports venues, projects, routes, prices, and other information, when choosing sports venues more convenient. When establishing the mobile App platform for sports public service, it is necessary to build it from four modules: venue recommendation, matchmaking, event information, and personal centre. In addition, mobile apps have been improved in booking fitness guidance and pushing fitness information, making it more convenient and better to find exercise partners and venues [23, 24].

The platform developed software for mobile client, provided technical support and background operation,

coupled with government funding and policy support, so that the platform operation and information resources mobile phone become more efficient. The software mainly contains platform information, venue map, and event recommendation modules, which are operated and upgraded by the telecom branch. However, the functions of this platform are mainly to provide venue booking and push event information and lack of booking fitness guidance and training functions. In addition, some functions of venue map and venue module are repeated, so the masses still fail to get scientific fitness guidance.

“Intercommunication” and “resource sharing” are the two major functions of the Internet. With the support of high technology, the connotation and extension of the Internet are increasingly expanded. “Internet +” sports public service system is a comprehensive application system built on a large number of software and hardware high-tech support platforms, as shown in Figure 3. It can make full use of “Internet resources” and provide data decision support for users by means of data mining and analysis. It is an intelligent system. Because the Internet is no longer merely technology system or application platform, the emerging Internet resource characteristics realize the online restructuring, integration, and interaction of multiple resources, speed up the business model innovation and change of the pattern of consumption, and cause the industrial development thinking and significant social and economic system change [21], this kind of change the intelligence into the service; therefore, whether in theoretical research or demonstration practice, “Internet” has become the core factor of sports public service system.

4.3. Build Sports Public Service Platform with WeChat.

The WeChat platform can be used to effectively build a sports public service platform. In the construction of sports public service, a simple and beautiful interface should be designed so as to better stimulate the interest and enthusiasm of participating in sports knowledge learning and sports exercise. It is necessary to encourage professional operation members and technical personnel to join in the construction of sports public service public platform and push sports events, sports activities, sports equipment, sports knowledge, and other sports information regularly [25]. Sports public service is mainly composed of micro-sports, micro-reservation and micro-community. Sports section for timely push sports news, event registration, sports results, sports videos, game ticket information, and other sports information. The microbooking section provides college students with the service of choosing and booking stadiums, integrating relevant coach information, equipment information, and so on. The microcommunity board can be set according to different network usage habits, and links of various sports network platforms and APPS can be added.

The public platform of this platform is a platform for all users to share, spread, and obtain information. They only need to scan the QR code to follow the success, carry out technical development, and provide technical services [26].

The platform regularly pushes various sports information and articles and also provides “group access” website links and customer service numbers. All people who pay attention to the public account can jump to other subplatforms to enjoy booking services so that all subplatforms are effectively combined together. But to some extent, it only plays a role in promoting “group access,” and the articles pushed are mostly preferential activity information of major venues, without independent booking function.

5. Research on the Construction Path of Sports Public Service Platform

5.1. Research on the Practicability of Platform Construction Path. With the rapid development of Internet technology and the profound transformation of information transmission mode, traditional media can no longer meet the needs of the public. In line with the trend of The Times, public service platforms have been built quickly. Emerging media, especially social we-media represented by WeChat and APP, emerge at the right moment. With their good services and great influence, they quickly cross the boundary and become the “new darling” of public services. In combination with the construction of public services, public service terminal applications are taken as the standard. The comparison of basic services of various public services is shown in Figure 4. The intelligent service comparison diagram of public service is shown in Figure 5.

It can be seen from the comparison that there are no obvious differences among platforms in the standards of basic services, but WeChat overcomes the problems of information fragmentation in terms of accessibility and information integrity. In terms of intelligent service standards, WeChat has obvious deficiencies in data accuracy and authenticity, data acquisition and management, service customization, targeted communication, and O2O interaction. In terms of expanded service standards, the fundamental defects of websites, microblogs, and WeChat cannot be remedied in a short time. APP, on the other hand, performs well in all indicators and is an ideal platform for providing public services.

In the era of Internet and big data, it is emphasized that public service is centered on public experience, and decision-making and execution emphasize multicenter collaborative participation. The unique attributes of websites and WeChat platforms cannot fully shoulder the function of public service construction, while APP has good development potential in this respect by virtue of its own characteristics. It can provide effective technical support and flexible intelligent architecture in the aspects of full-time-space dynamic supervision, full-category personalized services, fine data management, and panoramic environmental protection. While ensuring the full development of the main public service front, we should strengthen the policy support of WeChat, make full use of its characteristics of interaction, real time, wide range of users, and great influence for publicity, provide some public services, and form an all-round, multiplatform, intelligent, and integrated development pattern of public service.

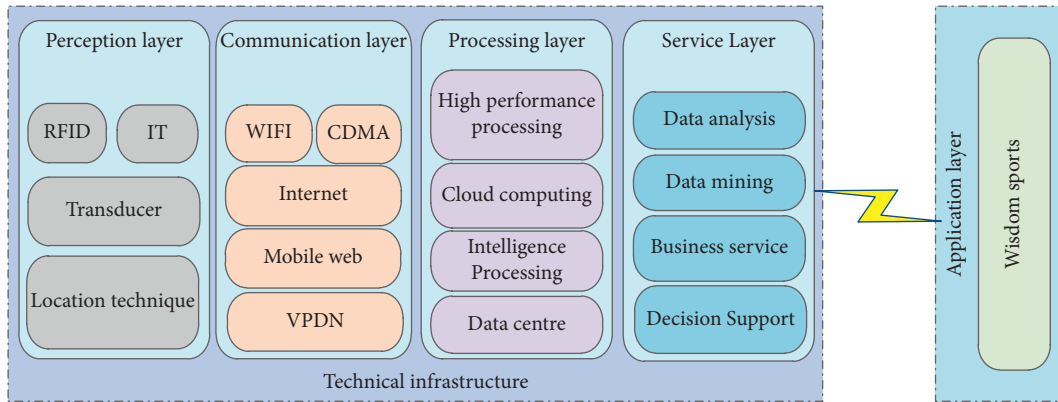


FIGURE 3: “Internet +” sports public service system infrastructure.

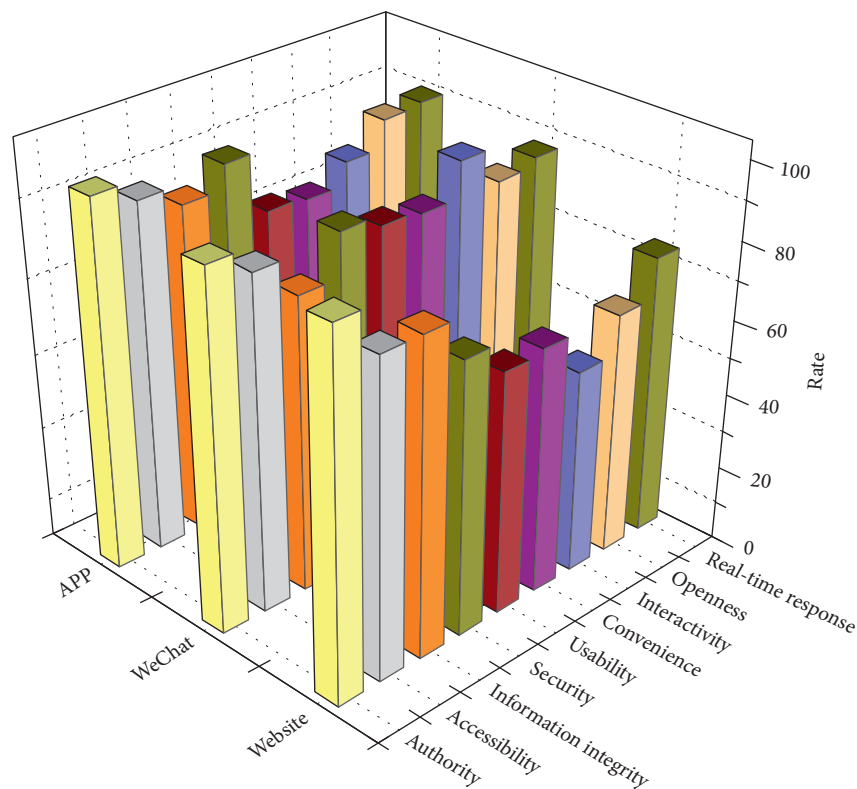


FIGURE 4: Basic service comparison chart of public services.

5.2. *Research on the Promotion Effect of Public Service Platform on Sports Awareness.* Mobile Internet access has been very popular; it is very necessary to combine the Internet and mobile APP. Through the Internet and mobile APP, the experiment paid attention to the public account of the laboratory: sports resource sharing, and downloaded the mobile APP. Figure 6 shows the statistical results of seven dimensions of motor motivation display, achievement, stimulus experience, internalization, knowledge seeking, external adjustment, identification, and no motivation, from each path.

It can be seen from the figure that each path improves people’s motor motivation, which shows 7 dimensions and

has significant differences in achievement, stimulus experience, and internalization. There was no significant difference in the four dimensions of knowledge seeking, external regulation, identification, and no motivation. The data showed that each path contributed to the improvement of external motivation and internal motivation and improved the negative emotions of exercise. The importance of sports to physical health is also self-evident and to have a deeper understanding of sports skills. The application of mobile phone APP greatly increases the reading and learning of sports knowledge and content, enables students to expand the scope of theoretical knowledge of sports, and promotes physical exercise.

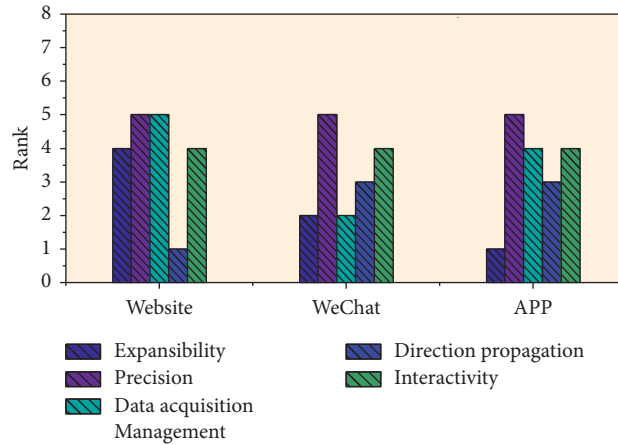


FIGURE 5: Fuzzy inference model of social security fund audit.

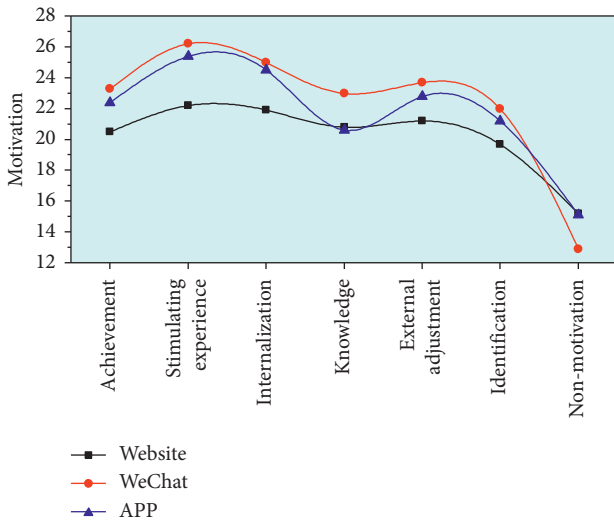


FIGURE 6: Each path shows a comparison diagram for motor motivation.

5.3. *The Circulation Function of Public Service Platform to Effective Information.* With the development of “Internet +,” the government can make use of websites, WeChat, APP, and other Internet platforms to release relevant information in a timely manner so that every citizen who needs to find sports public service supplies can do so online. Through online information to public service platforms, the proportion of transmission power is calculated as shown in Figure 7.

Under the “Internet +” mode of thinking, users passively receive the content released by information subjects through Internet channels and media terminals through websites, APP platforms, and WeChat public accounts so that information can achieve highly shared node-like dissemination. In this way, users will participate in the process of information dissemination. Through forwarding and sharing, users themselves not only serve as the receiver of information, but also serve as the disseminator of information and become the main way of information transmission. At the same time, users can also become content producers so that information can be spread in a more personalized and

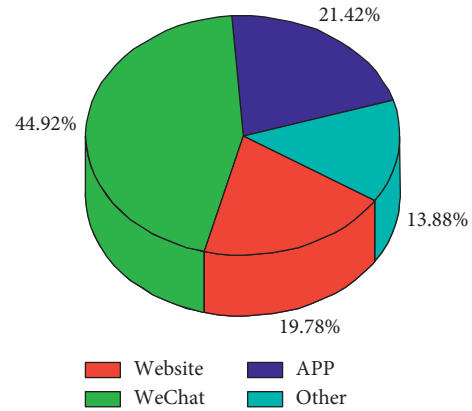


FIGURE 7: Statistical transmission force ratio diagram.

diversified way. With the help of connectivity, innovation in system management and service supply should be boldly carried out to make “Internet +” a good helper for improving the efficiency of public sports services.

6. Conclusion

With the rapid development of information network technology, the Internet has become an important way for the government to provide public services. The “Internet + - Public service” model conforms to the development trend of The Times, grasps the development opportunities brought by “Internet +,” and sets up the concept of Internet service. Based on the Internet background, the “Internet +” sports public service system framework is constructed to effectively realize the public service platform. The deep integration of “Internet +” and sports will bring more possibilities to the development of sports. The development direction of sports services is based on the smart sports development of big data, cloud computing, and Internet of Things, but the service expression is not perfect. With the construction of “Internet +” platform, users can passively receive the content released by information subjects through Internet channels and media terminals through websites, APP platforms, and WeChat public accounts so that information can achieve

node communication with high sharing. Platform contributes to the improvement of external motivation and internal motivation and improves the negative emotions of exercise. Public service has formed an all-round, multiplatform, intelligent, and integrated development pattern. However, in the path analysis of cloud resource platform, the research and analysis on the content and indicators of various sports industry-related databases is not comprehensive enough, which needs to be refined in further research.

Data Availability

The data used to support the findings of this study are included within the article.

Conflicts of Interest

No competing interests exist concerning this study.

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