https://doi.org/10.37420/j.ssp.2024.013

The Impact of Chinese Sports Spirit on College Students' Cultural Identity in the Metaverse Era

Nan Li*

Department of Police Physical Education, Tianjin Public Security Police Profession College, Tianjin, China

***Corresponding author E-mail：88058981@qq.com**

Abstract

This study explores the influence of Chinese sportsmanship on college students' cultural identity in the era of meta-universe. It is found that the meta-universe provides a broad platform and rich means for the dissemination of Chinese sportsmanship. Through the symbolic communication and scene design in virtual space, the connotation of sportsmanship can be conveyed to college students more intuitively and efficiently to enhance their sense of cultural identity. The core values of Chinese sportsmanship, such as hard work, unity and cooperation, self-improvement and so on, can be further integrated into the behaviour and cognitive mode of college students through virtual interaction and practice in the meta-universe to stimulate their emotional resonance and value identity. The virtual scene in the meta-universe not only enhances the emotional identity of college students towards Chinese culture, but also improves their behavioural identity and cultural confidence through multiple interactions. This combination of virtual and real cultural identity cultivation mechanism is of great significance for strengthening the ideological and political education of college students and enhancing the national cultural soft power.

Keywords

Chinese sportsmanship; metacosmos Chinese sportsmanship; meta-universe; cultural identity; university students; virtual practice

1 Introduction

Under the backdrop of globalization and the development of digital technology, the metaverse, as an emerging cultural communication platform, is reshaping the forms and connotations of cultural identity [1]. For college students, a key demographic, the metaverse is not only the forefront of technological change but also a field for the reconstruction of cultural identity and identification [1]. In this context, exploring the dissemination of the Chinese sports spirit in the metaverse and its impact on college students' cultural identity is particularly important [1].

The Chinese sports spirit, deeply rooted in the excellent culture of the Chinese nation, carries core values such as hard work, unity, and patriotism [2]. Faced with the challenges of global cultural interaction, how to effectively disseminate the Chinese sports spirit in the virtual space of the metaverse and enhance the cultural identity of college students has become an urgent issue for research.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

This study aims to expand the research perspective of cultural identity at the theoretical level and explore the interactive relationship between the metaverse, Chinese sports spirit, and cultural identity. At the same time, starting from the practical level, the study investigates how to use the metaverse platform to innovate the dissemination methods of the Chinese sports spirit to enhance the cultural identity of college students and enhance national cohesion and cultural confidence. This is of significant guidance for college ideological and political education and the national cultural communication strategy.

2 Theoretical Foundation

2.1 Cultural Identity Theory

2.1.1 The Concept and Connotation of Cultural Identity

Cultural identity is the process in which individuals or groups, through social interaction, cognitively and emotionally identify with specific cultural symbols, values, and behavioral norms, thereby associating themselves with this culture. The academic community generally believes that cultural identity has multidimensional characteristics, including emotional identification, cognitive identification, and behavioral identification [3]. Emotional identification emphasizes the sense of belonging to a particular culture, cognitive identification refers to the individual's understanding and cognition of cultural symbols and values, and behavioral identification is manifested in the individual's translation of cultural cognition into specific behavioral expressions [4].

In the context of globalization and the highly developed information technology, the content and form of cultural identity have undergone significant changes. Especially in virtual spaces such as the metaverse, the construction of cultural identity no longer solely depends on real-life cultural symbols and social interaction but is reshaped through virtual symbols, digital technology, and multi-dimensional interaction [4]. This new mode of identification brings new opportunities and challenges for cultural communication and education.

2.1.2 The Formation Mechanism of Cultural Identity

The formation of cultural identity is a complex socio-psychological process. Sociologists believe that individuals gradually form their identification with a particular culture through social interaction and symbolic consumption [4]. This process includes cultural communication, socialization education, and individual cultural practice. First, cultural communication is the foundation of the formation of cultural identity; individuals gradually internalize specific values and behavioral norms by exposure to and learning of cultural symbols [4]. Second, socialization education, especially ideological and political education and cultural education, further consolidates individuals' cultural identity. Lastly, individuals' perception and experience of cultural identity in practical activities deepen their sense of identification [4].

In the context of the metaverse, the formation mechanism of cultural identity has undergone new changes. Symbolic communication, immersive experiences, and virtual interactions in virtual spaces break the traditional paths of cultural communication, endowing cultural identity with new dynamics and interactivity. For example, college students can come into contact with symbols and virtual scenes with symbolic significance of Chinese sports spirit through virtual platforms, thereby forming a sense of identification with Chinese culture in virtual spaces [4].

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

2.1.3 Cultural Identity and National Spirit

Cultural identity is inseparable from the national spirit. The national spirit, as a common set of values formed by a country or nation over a long historical process, is an important content of cultural identity [5]. The Chinese sports spirit, as an important part of the Chinese national spirit, contains core values such as perseverance, unity and cooperation, and unyielding self-improvement. These values are passed down and promoted through sports activities and symbols, and continuously shape individuals' cultural identity in their daily life and cultural practice.

Sports, as an important form of cultural identity, has strong symbolic and cohesive power, which can enhance individuals' identification with the national culture under specific cultural backgrounds. For example, the dissemination of the Chinese sports spirit in colleges and universities not only helps to cultivate college students' physical quality but, more importantly, through the transmission of sports spirit, enables college students to form a deep-level identification with Chinese culture in terms of cultural cognition, emotional identification, and behavioral practice [4]. In the metaverse, this formation of identification can be further enhanced through virtual sports activities and immersive cultural experiences.

2.2 Review of Chinese Sports Spirit Research

2.2.1 The Connotation and Value of Chinese Sports Spirit

The Chinese sports spirit originates from China's long-standing historical culture, and its core connotation includes the spirit of hard work, unity and cooperation, unyielding self-improvement, and patriotism [4]. These spiritual connotations not only shape the traditional Chinese sports culture but also constitute an important part of Chinese social values. In contemporary society, the Chinese sports spirit has a unique cultural heritage value, influencing college students' ideological concepts and behavioral habits through various forms such as sports activities and social practice, becoming an important force to enhance college students' cultural confidence and patriotic spirit.

In the context of globalization, the Chinese sports spirit can be more widely disseminated through emerging technological means such as the metaverse [6]. Through virtual space, the Chinese sports spirit can break through the limitations of time and space and present its connotations in more innovative and diverse ways, thereby more deeply influencing the cultural identity of the college student group.

2.2.2 The Inheritance and Development of Chinese Sports Spirit

The inheritance and development of the Chinese sports spirit have undergone a long historical evolution. From ancient martial arts and traditional sports to modern competitive sports and mass sports, the Chinese sports spirit has always maintained its core values amidst changes [4]. In contemporary society, with the rise of digital technology, the dissemination channels of the Chinese sports spirit are continuously expanding, and virtual space has become a new frontier for its inheritance and development.

Through the metaverse platform, the Chinese sports spirit can be presented and disseminated in digital forms, such as the creation of virtual sports scenes and the design of digital sports symbols [4]. These innovative methods not only inject new vitality into the Chinese sports spirit but also enable it to influence the cultural identity of the younger generation more effectively.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

2.2.3 The Chinese Sports Spirit and College Student Education

The role of the Chinese sports spirit in college student ideological and political education cannot be overlooked. College sports activities are an important way to disseminate the Chinese sports spirit, and college students can gradually internalize the core values of the Chinese sports spirit while improving their physical quality through sports teaching and campus sports cultural activities [7]. In the context of the metaverse, virtual sports activities and immersive experiences can provide new means for college ideological and political education, making the Chinese sports spirit more attractive and penetrating, thereby enhancing college students' sense of cultural identity [4].

3 The Characteristics of Cultural Communication in the Metaverse Era

3.1 The Concept and Features of the Metaverse

The metaverse, as a virtual space built based on virtual reality, augmented reality, blockchain, and the Internet of Things technologies, is gradually becoming an important platform for cultural communication in the future society. It not only provides a virtual interactive environment that transcends the limitations of time and space but also integrates multiple fields such as the digital economy, social networking, and cultural experience [1]. The core features of the metaverse lie in its immersive experience, real-time interactivity, the shaping of virtual identities, and the highly open construction of space [1]. Compared with traditional internet platforms, the metaverse redefines the boundaries of cultural communication through immersive experiences and the design of virtual scenes, allowing users to engage in multi-dimensional cultural interactions in the virtual world.

In this context, the form of cultural communication has undergone fundamental changes. The metaverse not only provides individuals with more diversified ways of cultural expression and identification but also redefines the boundaries of cultural communication through a virtual symbol system [1]. Users can participate in the construction and dissemination of cultural symbols through their virtual identities, breaking the cultural class and geographical restrictions of the real world. This highly interactive mode of cultural communication provides unprecedented opportunities for the global dissemination of cultural symbols such as the Chinese sports spirit.

3.2 New Forms of Cultural Communication in the Metaverse Era

3.2.1 The Virtualization of Symbolic Communication

In the metaverse era, the communication of cultural symbols has gradually transitioned from traditional physical forms to virtualization. According to semiotics theory, cultural symbols carry the core values of culture and are transmitted to individuals through communication media [1]. In the metaverse, cultural symbols are no longer limited to traditional carriers such as language and images but are presented in virtual forms, such as virtual characters, 3D scenes, and digital logos [1]. The virtualization of symbols allows cultural communication to break through the limitations of time and space, enhancing the malleability and scalability of cultural symbols.

The Chinese sports spirit, as an important cultural symbol, can be more widely and diversely disseminated through the metaverse platform. Through the construction of virtual sports scenes and the design of digital

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

sports symbols, the core connotations of the Chinese sports spirit can be conveyed to more users, especially the college student group, through the virtualization of symbols [1]. This form of communication not only attracts the attention of the younger generation but also allows users to more profoundly feel the value of the Chinese sports spirit through immersive experiences.

3.2.2 The Expansion of Communication Space

The virtual space of the metaverse is open and infinite, providing a new spatial dimension for cultural communication. Traditional cultural communication is often limited by geography, time, and physical space, but the metaverse breaks these limitations through its virtual space, creating a borderless cultural communication field [1]. Users can freely navigate through virtual space, participate in various cultural activities, and interact with other users through virtual identities [1]. This expansion of space means that the boundaries of cultural communication are no longer confined to the real world but extend to every corner of the virtual world.

The Chinese sports spirit can be globally disseminated through the virtual space of the metaverse. For example, by designing virtual sports events and creating digital sports museums, the Chinese sports spirit can not only be inherited among domestic college students but also presented to the global youth group through the metaverse platform, showcasing the charm of Chinese sports culture [1]. This expansion of virtual space endows the Chinese sports spirit with greater potential for dissemination.

3.3 The Impact of the Metaverse on the Shaping of College Students' Cultural Identity

The metaverse, as an emerging cultural communication platform, has significant implications for the cultural identity of college students.

Firstly, the virtual interaction and immersive experiences in the metaverse can help college students more profoundly experience cultural symbols, enhancing their emotional identification with culture [1]. By participating in virtual sports activities and experiencing virtual sports scenes, college students can not only feel the charm of the Chinese sports spirit in virtual space but also deepen their understanding and identification with Chinese culture through interaction with the virtual world.

Secondly, the educational function of the metaverse also provides new pathways for the cultivation of college students' cultural identity. Virtual reality technology can integrate the Chinese sports spirit into the virtual scenes of ideological and political education, allowing college students to feel the educational significance of sports spirit in virtual classrooms or virtual social interactions [1]. This immersive educational method helps college students form a sense of identification with Chinese culture on both emotional and cognitive levels.

Lastly, the metaverse, through the shaping of virtual symbols and scenes, can help college students construct their cultural identity in virtual space. By participating in virtual cultural activities, college students can build their relationship with Chinese cultural symbols in the metaverse, thereby gradually forming a

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

deep-level cultural identification through the interaction between the virtual and the real [1]. This new mode of identification breaks the unidirectional nature of traditional cultural communication, enhancing the subjectivity of college students in cultural identification.

4 Dissemination Strategies of Chinese Sports Spirit in the Metaverse Environment

4.1 Digital Expression of Sports Spirit

4.1.1 Creating Symbols for Sports Spirit Dissemination

In the metaverse environment, symbols, as the core tools for cultural communication, have virtualized and digital characteristics that allow the Chinese sports spirit to be disseminated in a more concrete form [1]. To make the Chinese sports spirit more attractive and recognizable in the virtual world, it is first necessary to create representative and symbolic elements of sports spirit. These elements include not only traditional sports symbols, slogans, and totems but also, in combination with modern digital technology, the creation of 3D symbols, digital characters, and immersive scenes that fit the virtual space of the metaverse [1].

For example, a series of virtual images representing the core values of the Chinese sports spirit, such as hard work, unity, and unyielding self-improvement, can be designed. With the help of virtual reality technology, these images can appear in virtual competitions or be integrated into educational scenes in the metaverse, serving as media symbols for college students' cultural identification. In this way, the Chinese sports spirit can enter the daily virtual interaction scenes of college students in the form of symbols, thereby imperceptibly enhancing their sense of cultural identification.

4.1.2 Telling Chinese Sports Stories

Narratology theory holds that the dissemination of culture depends not only on the symbols themselves but also on the stories and emotional resonance behind the symbols [1]. The metaverse, as a multi-dimensional interactive virtual space, provides a new cultural narrative carrier, allowing the Chinese sports spirit to be conveyed through more diversified story forms [1]. In this virtual world, college students are not only the audience of the story but also participants in the construction and dissemination of the sports spirit story.

Through the metaverse platform, a series of virtual storylines themed around the Chinese sports spirit can be developed. For example, taking classic competitions in Chinese sports history as the background, interactive plots can be designed, allowing users to experience the struggle and spirit inheritance of Chinese athletes in the virtual world [1]. This immersive virtual narrative can effectively stimulate the emotional resonance of college students, thereby enhancing their identification with the Chinese sports spirit.

4.2 Inheritance and Innovation of Sports Spirit in Virtual Space

4.2.1 Spatial Practice: Virtualization of Sports Activities

The virtual space of the metaverse provides the possibility of digitizing traditional sports activities. Through virtual reality technology, real-life sports activities can be moved into the metaverse, where college students can participate in various traditional Chinese sports activities, such as martial arts and dragon boat races,

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

in a virtual environment, feeling the inheritance and innovation of sports spirit [1]. These virtual sports activities not only reproduce the core values of the Chinese sports spirit but also enhance the immersion and expressiveness of culture through virtual interaction.

Virtualized sports activities have higher participation and interactivity, making college students not only learners of sports spirit but also practitioners. Through sports practice in the virtual environment, college students can more deeply understand and experience the connotations of sports spirit, thereby forming a sense of identification and belonging to Chinese culture [4].

4.2.2 Spatial Representation: Digitalization of Sports Scenes

In addition to virtualized sports activities, the digital design of sports scenes is also an important means to enhance the effectiveness of cultural communication [1]. Sports scenes in the metaverse are not limited by physical space, and symbolic scenes of the Chinese sports spirit, such as the Olympic Games and national sports festivals, can be digitally recreated and innovated [1]. These virtual scenes not only help to showcase the visual symbols of sports spirit but also enhance the emotional connection of cultural identification through immersive experiences.

By combining traditional sports scenes with modern digital technology, college students can freely explore these virtual spaces and participate in interactive activities within them [1]. This spatial representation helps to strengthen the dissemination of sports spirit and provides college students with a new way to understand and experience Chinese culture.

4.2.3 Representation of Space: Expansion of Sports Imagination

The virtual space of the metaverse can not only reproduce real-life sports scenes but also expand the imagination of sports spirit through digital means [1]. In the virtual world, the dissemination of sports spirit is no longer limited by the physical rules of reality and can be designed with more symbolic scenes and activities that transcend reality [1]. These innovative virtual scenes can endow sports spirit with new forms of expression, making it more in line with the cultural interests and identification needs of modern college students.

For example, using virtual reality technology, a “Future Sports Stadium” can be designed, incorporating elements with a sense of technology and futurism, symbolizing the continuous development and innovation of the Chinese sports spirit. This imaginative spatial representation can stimulate the interest of college students, further enhancing their sense of identification and belonging to the Chinese sports spirit.

4.3 The Cultural Identity Effect of Sports Spirit Dissemination

The dissemination of the Chinese sports spirit in the metaverse environment is not only a cultural display but also a process of shaping cultural identity. Through symbolic communication and narrative storytelling in virtual space, college students can gradually form an identification with the Chinese sports spirit on emotional, cognitive, and behavioral levels [4]. This identification effect is not only reflected in cultural participation in virtual space but also extends to real-life cultural practices, making college students more proactive in identifying with and promoting Chinese culture in their daily lives.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

As a cross-temporal and cross-spatial virtual platform, the metaverse can globally disseminate the Chinese sports spirit, and this global cultural communication effect will further enhance the cultural confidence of Chinese college students, prompting them to more firmly maintain and disseminate Chinese culture in global cultural interactions [1]. The formation of this cultural identification effect is of great significance for both individual cultural confidence and the enhancement of the country's cultural soft power.

5 Path Analysis of Integrating Chinese Sports Spirit into College Students' Ideological and Political Education

5.1 The Value of Integrating Sports Spirit into Curriculum Teaching

The Chinese sports spirit, as an important part of China's excellent culture, can effectively enhance college students' cultural confidence and national identity by combining ideological and political courses with physical education. In college courses, the Chinese sports spirit can not only be part of physical education but also integrated into ideological and political education courses, becoming an important content for cultivating college students' core values [8].

The value of incorporating the Chinese sports spirit into curriculum teaching lies in its ability to provide college students with a value education method carried by sports spirit, inspiring students to promote the spirit of hard work and unyielding self-improvement in their learning and life. Especially in the context of the metaverse, using virtual reality technology to integrate sports spirit into virtual classroom teaching can strengthen students' cognitive and emotional identification through immersive experiences [8], enabling students to not only understand sports spirit theoretically but also experience the specific practice of sports spirit in virtual interaction.

5.2 The Path of Integrating Sports Spirit into Campus Cultural Construction

Campus cultural construction is an important position for the ideological and political education of college students.

The Chinese sports spirit can be widely infiltrated into the daily lives of college students through campus cultural activities, sports events, cultural festivals, and other forms, enhancing their sense of cultural identity. Through a variety of campus cultural activities, the Chinese sports spirit can subtly influence students' ideological concepts, becoming an important factor in shaping their cultural identity and values.

In the metaverse environment, the path of campus cultural construction has been further expanded. Colleges and universities can use the metaverse platform to build virtual sports events, virtual sports cultural festivals, and other activity scenes, allowing students to participate in various sports activities in the virtual world [8]. For example, designing virtual sports meetings related to the Chinese sports spirit allows students to participate in the competition with virtual identities, experiencing the spirit of sports through immersive interaction. This kind of virtual cultural activity can not only attract more student participation but also deepen their understanding and identification of the Chinese sports spirit through multimedia symbols and interactive experiences.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

5.3 Strategies for Integrating Sports Spirit into Online Ideological and Political Education

5.3.1 Leveraging the "Overt and Covert" Educational Functions of Sports

In online ideological and political education, the sports spirit can both directly convey its core values through overt education and subtly influence students through covert education in virtual interactions and cultural symbols [8]. Overt education mainly involves the design of sports courses and virtual sports scenes, allowing students to understand the specific connotations of sports spirit in learning and practice [8]. Covert education, on the other hand, involves integrating the Chinese sports spirit into online ideological and political education through virtual symbols, interactive activities, and cultural communication, allowing students to naturally feel the influence of sports spirit when participating in these activities [8]. By combining overt and covert educational models, the metaverse can effectively exert its cultural educational function and enhance college students' emotional identification with Chinese culture.

5.3.2 Innovating Sports Ideological and Political Education Methods

The metaverse provides an innovative space for ideological and political education, especially in sports ideological and political education. With the help of virtual reality technology and immersive experiences in the metaverse, colleges and universities can design more vivid and intuitive educational scenes, allowing students to experience the connotations of the Chinese sports spirit by participating in virtual sports activities [1]. For example, designing a series of virtual classrooms or cultural exhibitions themed around the Chinese sports spirit allows students to understand the value of sports spirit through virtual interaction.

In addition, using the metaverse platform can combine traditional offline sports ideological and political education with online virtual interaction, forming an "online and offline linkage" educational model. This educational method can break through the spatial and temporal limitations of traditional education, allowing students to participate in learning and interaction through the virtual platform anytime and anywhere, increasing the flexibility and extensiveness of sports spirit education.

5.4 Pathways for Cultivating Cultural Identity

The widespread dissemination of the Chinese sports spirit through the metaverse platform can effectively enhance the sense of cultural identity among college students. Firstly, the immersive experience of the metaverse platform can deepen college students' emotional identification with the Chinese sports spirit, enabling them to form an emotional resonance with cultural symbols and values in virtual interactions. Secondly, the multi-dimensional interactivity of the metaverse platform allows students to deepen their understanding of Chinese culture on a cognitive level, helping them to establish a deep-level sense of cultural identification through autonomous exploration and participation. Lastly, the sports spirit, through virtual practices in the metaverse, can help students form a sense of cultural identity in their behavior. They can participate in sports activities and cultural communication in the virtual world, not only as passive learners but also as practitioners and creators of cultural communication [1]. This kind of practice helps them to further promote Chinese culture in real life, enhancing their national pride and cultural confidence.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

6 The Mechanism of Shaping College Students' Cultural Identity by Chinese Sports Spirit

6.1 The Relationship between Sports Spirit and College Students' Value Identification

The Chinese sports spirit contains core values such as hard work, unity, and patriotism, which are highly consistent with the ideological qualities needed by contemporary college students. The Chinese sports spirit not only cultivates college students' sports skills in sports practice but also helps them form an identification with these core values imperceptibly. Through the continuous penetration of sports spirit, the values of college students gradually resonate with Chinese culture, thereby enhancing their understanding and identification with the national spirit.

The metaverse platform provides new technological pathways and interactive scenes for the dissemination of sports spirit. In virtual space, college students can deeply understand the connotations of the Chinese sports spirit and internalize these values by participating in virtual sports activities [1]. For example, through virtual sports competitions and virtual social interactions, college students can not only feel the spirit of hard work and unity but also jointly promote the cultural values of sports spirit in virtual communities. This immersive learning and practice can effectively strengthen their value identification.

6.2 The Cultivation of National Identity among College Students through Sports Spirit

6.2.1 Enhancing Cultural Confidence

The Chinese sports spirit, as an important part of the Chinese national spirit, has played a role in enhancing national confidence in both history and reality. College students, as the main force of cultural inheritance, can enhance their cultural confidence through learning and practicing sports spirit. In the metaverse environment, this process is further strengthened.

The metaverse, as a global virtual platform, breaks the spatial and temporal limitations of cultural dissemination. The Chinese sports spirit, through the global dissemination of virtual scenes, digital sports symbols, and virtual sports events in the metaverse, showcases the unique charm and profound connotations of Chinese culture [1]. College students, by participating in these global virtual sports activities, can not only enhance their sense of pride in their own national culture but also maintain cultural confidence and identification in the interaction with other cultures.

6.2.2 Cultivating a Sense of National Belonging

The Chinese sports spirit, through its core connotations of patriotism and collectivism, has a unique role in cultivating a sense of national belonging among college students. Especially through participation in sports activities, college students can gradually form a deep affection for the country and the nation through the experience of teamwork and collective honor [1]. In the metaverse environment, this method of cultivating feelings has been innovated and expanded.

The metaverse provides more flexible and immersive virtual scenes, allowing college students to deeply feel the spirit of struggle and hard work of the Chinese nation throughout history through participation in virtual sports events, virtual historical culture exhibitions, and other activities. These virtual scenes can

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.ssp.2024.013

stimulate their sense of national belonging and further deepen their identification with the country and the nation through interactive activities in virtual space.

6.3 Shaping Behavioral Identification through Sports Spirit

Sports spirit not only influences college students' ideological concepts but also profoundly shapes their behavioral identification through sports activities and practices [1]. Sports, as a highly practical activity, plays an important role in the lives of college students, especially under the guidance of sports spirit, where college students can demonstrate qualities of hard work and unity in action [1].

The metaverse platform provides a virtual practice space for the behavioral identification of sports spirit. In the virtual world, college students can experience and practice sports spirit through virtual sports competitions, virtual training, and other activities. For example, college students can participate in virtual marathons or virtual team competitions, continuously strengthening their behavioral identification through these activities. This practice, combining the virtual and the real, enables college students to not only demonstrate their identification with sports spirit in action but also extend this identification to their real-life social practices.

Additionally, the virtual space of the metaverse allows college students to engage in role-playing and identity experiences in different virtual roles. This virtual behavioral practice can help college students internalize sports spirit into their daily behavioral habits through simulation and interaction, further enhancing their sense of behavioral identification [1]. Through these virtual practices, college students can continuously deepen their understanding and identification with the Chinese sports spirit in both the metaverse and the real world.

7 Conclusion

The metaverse provides an unprecedented broad platform and rich means for the dissemination of the Chinese sports spirit. The symbolic communication and virtual sports scenes in the virtual space enable the connotations of sports spirit to be more intuitively and efficiently conveyed to college students, enhancing their sense of cultural identity through immersive experiences and interactions.

The core values of the Chinese sports spirit, such as hard work, unyielding self-improvement, and unity and cooperation, can be further integrated into the daily behaviors and cognitive patterns of college students through virtual interactions and virtual practice activities in the metaverse. New forms such as virtual sports events and virtual cultural activities effectively stimulate emotional resonance and value identification among college students.

The virtual scenes in the metaverse not only enhance college students' emotional identification with Chinese culture but also improve their behavioral identification and cultural confidence through diverse interactions in virtual space. This mechanism of enhancing real-life behavioral identification through virtual practice has far-reaching social and educational significance.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

As metaverse technology continues to develop, its application prospects in the fields of cultural communication and education will be even broader. Future research should continue to explore the integration mechanism of the metaverse and Chinese cultural dissemination, especially how to better achieve cultural identification and educational goals through the virtual platform. In the context of globalization, the metaverse provides new opportunities for the global dissemination of the Chinese sports spirit, and future exploration of its potential in cross-cultural communication is warranted.

References

[1]Cao Y, Qu X, Chen X. Metaverse application, flow experience, and Gen-Zers' participation intention of intangible cultural heritage communication[J]. Data Science and Management, 2024, 7(2):144-153.

[2]Wang Q, Zainal Abidin NE, Aman MS, et al. Cultural moderation in sports impact: exploring sports-induced effects on educational progress, cognitive focus, and social development in Chinese higher education[J]. BMC psychology, 2024, 12(1): 89.

[3]Deng S, Zhan X, Lyu C, et al. Sports motivation in Chinese college students: A systematic review[J]. Heliyon, 2023, 9(12): e22518.

[4]Miah A, Fenton A, Chadwick S. Virtual reality and sports: The rise of mixed, augmented, immersive, and esports experiences[M]. In: Sascha L. Schmidt(eds). 21st century sports: How technologies will change sports in the digital age, Berlin: Springer, 2020: 249-62.

[5]Yu D, Ma N. Enhancing Chinese Character Education and Calligraphy Through Metaverse Intelligent Technology: Integration and Impact[M]. In: Wenxing Hong, Geetha Kanaparan(eds). International Conference on Computer Science and Education, Singapore: Springer Nature Singapore, 2023: 181-193.

[6]Li G, Huang XX. Research on the Construction of College Campus Sports Culture and the Participation of College Students in Sports Activities[M]. In: Chen X, Yan H, Yan Q, et al. (eds) Machine Learning for Cyber Security: Third International Conference, ML4CS. Berlin: Springer, 2020:125-136.

[7]Jieming Li, Chunyue Li. Connotation Analysis and Correlation of Chinese Sports Spirit and Socialist Core Values[J]. Advances in Physical Sciences, 2022, 10(2): 200-204.

[8]Lu Yang. Current Situation and Optimization Path of Chinese Sports Spirit into Ideological and Political Education in Colleges[J]. Advances in Physical Sciences, 2024, 12(4): 676-680.

© 2024 by the author(s); licensee Mason Publish Group (MPG), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)