Review Article

"Internet +" helps research on fitness for all

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ABSTRACT

Using the literature method and the logical analysis method, the study of "Internet +" to help the national fitness is conducted. The value of "Internet +" in helping national fitness: helping the government to reform the national fitness sector in terms of "decentralization, management and service"; helping the national fitness service to match supply and demand accurately; helping the national fitness sector to develop intelligently. The existing dilemmas: the popularity of "Internet +" national fitness integration is not high, the platform construction is insufficient, and the supervision ability is not strong. Accordingly, the development path of "Internet +" to help national fitness is proposed: based on the integration and popularization, to enhance the ability of the masses to apply online fitness; platform construction as the core, to strengthen the governance capacity of national fitness; innovation–driven focus, to promote the intelligent empowerment of national fitness; rule of law construction as a guarantee, to enhance the ability of national fitness network supervision.

Keywords: mass sports; national fitness; Internet +; smart sports

1. Introduction

State Council Unveils Internet + Action Plan to Fuel Growth states that "the integration and development of the Internet with various fields has broad prospects and unlimited potential, and has become an unstoppable trend of the times. Accelerating the development of "Internet +" is conducive to reshaping the innovation system, stimulating innovation vitality, fostering new business models and innovating public service models". With the rapid spread of network information technology, the development of national fitness has been given more possibilities. *The Opinions of the General Office of the State Council on Strengthening the Construction of National Fitness Facilities and Developing Mass Sports* proposes to promote "Internet + Fitness" and makes specific requirements for building an Internet platform to improve the intelligence, information and digitization of public services for national fitness. Through literature combing, it is found that promoting "Internet +" to help the development of national fitness has become a general consensus among scholars[1–3], and scholars have already ex-

plained the specific functions of "Internet +" in the development of national fitness in terms of data governance, public service supply, fitness industry development, and fitness application empowerment [4–7]. "However, the existing research still lacks a systematic overview of the significance of the value of "Internet +" in the development of national fitness. However, the existing research still lacks a systematic overview of the significance of "Internet +" in helping national fitness. These are undoubtedly important issues that need to be clarified in the current development of national fitness. The value and significance of "Internet +" in helping the whole nation to get fit

2. The value and significance of "Internet +"

2.1. Helping the government in the field of national fitness "put, management, service" reform

At present, it is difficult to meet the growing fitness needs of the people by relying solely on a single government entity to manage national fitness and provide mass fitness services[8]. The government, market and society should give full play to the resource endowment and governance advantages of multiple actors[9,10]. However, if traditional offline governance channels are used alone, multiple subjects cannot converge in real time, and information transfer and subject interaction are limited by "time and space", making it difficult to give full play to collaborative governance capabilities.

The "Internet +" platform can expand the governance field of national fitness to online, and all subjects can access the platform through computers, mobile phones and other Internet terminals, and carry out multiple consultations, requests, approvals and decisions, information release and feedback at any time, aggregating the input of national fitness elements and improving the practical effect of collaborative governance. Take the abolition of the approval of commercial mass sports events as an example, the decentralization of the event has

greatly activated the vitality of private organizers, but the organization of sports events often requires the coordination and cooperation of many departments, such as security, fire fighting and medical care, and the market and social organizers often face many practical difficulties in mobilizing the assistance of various departments[11]. In addition, the increase in the number, diversification and distribution of tournament organizers has made it more difficult for government departments to supervise them after decentralization[12]. By relying on the "Internet +" platform, the organizers can submit their requests online and realize the filing, verification and approval of multiple departments "simultaneously", and the guidance and services of government departments can be directly delivered to the organizers through the online platform, thus improving the quality and efficiency of government services. This will improve the quality and efficiency of government services.

In order to deal with the supervision after the decentralization, the State General Administration of Sports proposed in the measures for the management of Sports Events to give full play to the function of "Internet + Supervision", accelerate the sharing and unified application of supervisory information from all relevant departments, at all levels and in all fields, and realize comprehensive supervision, intelligent supervision and dynamic supervision. With the deepening of the "decentralization, management and service" reform, sports administrative departments to speed up the transformation of their functions, in giving society and the market more space to participate in governance, but also on the decentralization of services and supervision put forward new requirements. The application of "Internet +" technology can help government departments to effectively play their regulatory and service functions after the decentralization of government at the operational level.

2.2. Helping to match supply and demand for national fitness services with precision

From the demand side, "Internet +" can break

the information barrier of mass fitness and improve the matching degree between the access of mass services and their own needs. Before the advent of the "Internet +" era, access to fitness information for the masses was very limited and inefficient. Through the "Internet +" technology, fitness equipment, fitness training, fitness venues and other types of services and products can be aggregated in a unified platform, integrating the introduction of merchants, products and services, user reviews and other information, so that the fitness public can choose according to their actual needs. With just a mobile phone, people can retrieve and understand the service information they need at any time, and complete various operations such as screening, booking, payment and evaluation, realizing the "efficiency" of fitness service acquisition and avoiding "blindness".

From the supply side, "Internet +" can promote the accurate identification of fitness needs. On the one hand, the application of big data, cloud computing and other internet technologies can provide scientific information support for the decision making and execution of national fitness service providers. For example, in 2016, the Suzhou Sports Bureau took a pulse on the fitness demands of the elderly through the "Su Titong" big data platform and made targeted adjustments when formulating the government's purchase service plan for the next cycle. 21.8%. On the other hand, "Internet +" technology can change the traditional "top–down, one–way" service supply model, which ignores the needs of the subject, and avoid a mismatch between supply and demand. For example, Shanghai's Internet–based "community sports distribution" system makes various fitness services available to the community in the form of online menus, which are then distributed by the city's community sports association, truly handing over the choice of services to the public and realizing the precise delivery of public services for national fitness. Relying on "Internet +" technology, national fitness government decision–making and service provision can be based on an accurate grasp of the needs of the masses, optimize resource allocation, make the

limited available resources play the maximum integration benefit, and better meet the diversified and refined fitness needs of the people.

2.3. Contributing to the development of intelligence in the field of fitness for all

While there is widespread consensus on the health–promoting benefits of physical activity, the lack of scientific exercise not only leads to reduced fitness benefits, but may also have a negative impact on physical health[13]. In addition, the rapid development of urbanisation has weakened interpersonal ties in modern communities[14], making it difficult to fully exploit the 'social function' of fitness. The development and application of "Internet +" technology can help promote the intelligent development of the national fitness sector, broaden the social field of mass fitness, and improve the safety and effectiveness of mass fitness.

With the promotion of "Internet +" technology, fitness APPs such as Keep, Goudong, FitTime, and Yueting Circle have emerged, allowing users to access fitness courses and guidance online according to their own fitness needs and facilities, thus promoting the further improvement of scientific fitness guidance. In addition, fitness apps such as Goudong and Yueting Circle have broken through the spatial field of fitness interaction through the construction of an "Internet +" fitness platform. Users can not only exchange fitness tips and participate in sports topic discussions online, but can also discover nearby fitness partners and find fitness organizations. In addition, sharing their fitness news through social platforms such as Weibo, WeChat's moment of friends and QQ space has become a way of life for more and more fitness participants, who will be further motivated to work out during the interaction process such as likes and comments, and their personal fitness behaviour will also be consolidated into a huge social fitness network under the aggregation of "Internet +", resulting in a positive fitness demonstration effect. The Internet has also created a huge social fitness network, creating a positive fitness demonstration effect.

Currently, many wearable smart products already have eSIM (virtual smart card, meaning that the traditional SIM card is directly embedded into the device chip, so that the device can independently access the network) function, which can get rid of the mobile phone and Wi-Fi network, access various fitness apps anytime and anywhere, record and analyse fitness data in various fitness scenarios, and obtain corresponding fitness courses and online guidance from fitness experts. Based on this, the GoMore Ai coaching system, jointly developed by the National Institute of Physical Fitness and the company, has been installed in some of the wearable products. The system is able to recommend the right exercise intensity for exercisers based on data such as individual heart rate, weight and past exercise records, as well as real–time monitoring of physical condition during exercise, issuing guidance through voice, allowing exercisers to exercise at a better pace and giving appropriate recovery advice after exercise. It also gives advice on how to recover after exercise. Under the "Internet +" technology, smart wearable devices have gradually become the terminal interface of the masses' smart fitness. Modern technologies such as the Internet of Things, AI, Big Data and fitness experts can break the barriers between time, space, things and people in the past, and monitor the exercise track, exercise intensity, physiological indicators and other information for the exercise individual. On the basis of the data, we can provide individualized and scientific fitness guidance services for individuals.

3. The existing dilemma of "Internet +" to help national fitness

3.1. Low penetration of integration

With the latest development and application of contemporary science and technology, "Internet +" technology has made breakthroughs and has an all–round impact on various fields of social life[14]. However, at present, the popularity of "Internet +" national fitness integration is low, which hinders the full application of "Internet +" technology in national fitness. However, at present, the penetration of the integration of "Internet +" into national fitness is relatively low, which hinders the full application of "Internet +" technology in national fitness.

Firstly, uneven and insufficient access to the Internet for the masses has led to a weak foundation for the integration of "Internet +" national fitness. Statistics from the 46th Statistical Report on the Development of the Internet in China show that as of September 2020, China's Internet penetration rate was 67% and the number of non–Internet users was still as large as 463 million, with a large difference between urban and rural Internet penetration rates, at 76.4% and 52.3% respectively. In a field study, it was found that because cadres and people in some areas do not know how to use computers, network information equipment has been shelved in rural neighbourhood committees for a long time, and the network platform that could have promoted the development of rural sports has created an unbridgeable gap with the masses[15]. An important significance of the "Internet +" to promote mass fitness is to effectively aggregate all kinds of human, material and information resources for national fitness and connect them to the fitness public. Therefore, Internet users are the physical unit and basic unit of "Internet +" to promote national fitness, and the current scale of nearly 500 million non–Internet users indicates that the foundation of integration of "Internet +" national fitness has not yet been firmly established.

Secondly, there is a general lack of mass application of "Internet +" national fitness. Smart wearable devices and sports apps have become important tools and support for "Internet +" national fitness, and their functions such as sports guidance, sports socialization, sports analysis, vital sign detection, emergency call and accurate positioning are of great significance to ensure the effectiveness and safety of fitness participation of people of all ages. According to the analysis data of IDC and Guanyan Tianxia Information Consulting Company, the total number of wearable devices shipped in China from 2015 to 2019 is 292.85 million units, and the user scale of sports app is about 165 million by the fourth

quarter of 2019. For China's total population of over 1.4 billion and the number of over 900 million internet users, the penetration rate of smart wearable and sports apps is still at a low level. In terms of economic threshold, many smart wearable devices have already entered the 100 yuan price range, and many fitness app services are free of charge, so the economic cost is not the main factor preventing the popularity of "Internet +" national fitness applications. Combined with the demographic data in the above survey, the 20–39 age group accounts for 76% of the total number of people who follow wearable smart devices, while the 18–39 age group accounts for 85.9% of the total number of people who follow sports apps. It can be seen that the lack of attention and awareness of "Internet +" fitness applications among the middle–aged and elderly groups is the main reason why fitness apps and smart wearable devices have not been widely popularized, which has restricted the widespread and integrated promotion of "Internet +" fitness for all.

3.2. Inadequate platform building

With the advent of the "Internet +" era, many regions have strengthened the construction of national fitness information technology, and a number of local national fitness information service platforms, such as "Meng Xiangdong", "Su Titong" and "Soprts Jia", have been launched one after another, playing an important role in integrating national fitness resources, strengthening the collaborative governance of national fitness and connecting to the masses' fitness needs. However, in general, the platform construction of "Internet +" national fitness still needs to be further strengthened.

Firstly, the construction and use of national fitness information service platforms still needs to be strengthened. At present, there are still relatively few regions that have built national fitness information service platforms, and some of the platforms are not sufficiently developed and maintained, so it is difficult for them to play their proper role continuously. The reason for this is that the construction of a national fitness information ser-

vice platform requires professional technical talents, and a lot of time, financial and material resources are needed for platform construction, resource integration, publicity and promotion, and maintenance and operation, so the cost of platform construction and operation is too high for many regions.

Secondly, the function of the "Internet +" government affairs platform to help national fitness is not sufficiently explored. A review of the official websites of regional sports departments reveals that the application of the Internet platform in many regions remains at the level of "vertical and single inefficient use" such as the publication of sports policy documents, event notices and tender announcements. In a social survey, 960 people had faced problems with damaged public sports equipment, of which 406 did not report the problem, 182 did not know how to report the problem because they lacked a channel to do so, and 554 did, but 217 of them did not receive timely repairs after reporting the problem[6]. It is clear that the "Internet +" government platform can achieve a lot. The "Internet +" government affairs platform can collect opinions, give feedback on problems, and supervise the implementation of multiple functions that have not yet been widely and effectively used in the actual work of national fitness. Improving the ability of government departments to use the "Internet +" platform is the first and foremost task to achieve "Internet +" empowered governance of national fitness.

3.3. Inadequate regulatory capacity

The construction of the "Internet +" platform has brought new opportunities for the transformation and upgrading of market players, as well as a new experience of efficient and convenient fitness consumption for people. However, due to the lack of supervisory capacity of "Internet +" national fitness, the phenomenon of network "misconduct" in the field of national fitness is common, which has a bad impact on the personal rights and interests of consumers and the benign development of national fitness that cannot be ignored.

Firstly, the network platform provides a channel for the circulation of inferior products in the market. CCTV once reported on the quality sampling of household treadmills, among the 9 batches of samples sampled from the online sales platform, only 1 batch was qualified, with a failure rate of 88.9%, while 5 out of 21 batches of samples sampled offline were unqualified, with a failure rate of only 23.8%. The "strange" phenomenon of the same brand of products in the offline distribution channel passing the sampling test but the network sales channel failing the sampling test. Due to the virtual and non–experiential characteristics of the network trading process, product descriptions, user reviews and other information to become a key reference for consumers to choose the transaction, but the falsification of information by unscrupulous businesses, information distortion phenomenon is endless, seriously affecting the choice of the masses fitness consumption judgment. In addition, the difficulty and cost of returning and exchanging fitness equipment, and the difficulty of finding many quality problems with safety hazards in short–term use, has further increased the difficulty of consumer protection, making the network platform the main circulation channel for poor fitness products.

Secondly, network capital operation has given rise to financial risks. While the "Internet +" has brought development opportunities for the fitness industry, it has also provided an easy breeding ground for financial risks. For example, the "Health Cat" app, which started as an O2O teaching service for personal trainers in the fitness industry and was motivated to "support retired athletes and college sports graduates to start innovative businesses", grew rapidly after it was launched in 2015 and has established strategic partnerships with many government departments, banks and universities. The app was launched in 2015 and grew rapidly, establishing strategic partnerships with government departments, banks, universities and more than 250,000 users, but eventually became a "Ponzi scheme" involving a total amount of RMB 8.27 billion. The fundamental objective of an enterprise is to maximum economic benefits, but if it improperly profits against the laws of economic development, it will not only harm the rights and interests of the public, but also sow huge hidden dangers for its own development. Due to the lack of regulation of network behaviour, the "Guangzhou Elephant Health Technology Co Ltd", which does not have any financial license, is driven by the drive of capital for profit, in the "name" of fitness services and the "reality" of illegal fund raising. "The "Internet +" fitness industry has a regulatory gap.

4. The development path of "Internet +" to help national fitness

The "Internet +" has the practical function of helping to reform the government's "decentralization, management and service" in the field of national fitness, improving the matching of supply and demand for national fitness, and promoting the intelligent supply of national fitness, which is important for building a higher level of public service system for national fitness and meeting the people's. This is an important strategic value in building a higher level of public service system for national fitness and meeting the growing and diversified fitness needs of the people. At present, due to the unbalanced and insufficient integration and popularization of "Internet +", the scope of "Internet +" to help the development of national fitness is limited; "Internet +". The lack of construction of platforms for national fitness has affected the actual effect of improving the governance capacity of national fitness, the lack of supervisory capacity of "Internet +" national fitness has made misconduct of national fitness supply subjects common, endangering the rights and interests of the masses in fitness and negatively affecting the benign development of national fitness.

It can be seen that the path of promoting "Internet +" to help national fitness must focus on two basic points, one is around the value and meaning of "Internet +" to help national fitness, and the other is to crack the "Internet +" existing dilemma. The second is to crack the existing dilemma

of "Internet +" to help national fitness. The relationship between the two is that the value and meaning is the result to be achieved by promoting "Internet +" to help the national fitness, and cracking the dilemma is the process needed to achieve this result, that is, the actual dilemma of "Internet +" to help the national fitness should be the focus of breaking. In other words, we should focus on solving the practical dilemmas of "Internet +" for national fitness, and propose specific and operable development paths to promote the strategic value of "Internet +" for national fitness.

4.1. Promoting the use of online fitness for the masses based on integration and popularization

The first is to give full play to the practical value of the "Internet +" to promote fitness for all. Firstly, it is necessary to open up the connection channels between the people and other subjects, so that more people can access the Internet and weave the "Internet +" national fitness integration network covering both urban and rural areas and sharing the whole area. According to the survey data of the China Internet Network Information Center, the most important reason for non–Internet users not to access the Internet is "not knowing the computer/Internet", accounting for 48.9 percent; cultural restrictions are the next most important reason, accounting for 18.2 percent, and the lack of equipment ranks third, accounting for 14.8 percent. Therefore, the popularization of the Internet should focus on enhancing the cultural knowledge and digital technology usage skills of non–Internet users, giving full play to the propaganda role of grassroots governance units such as communities and villages, and making the general public aware of the Internet, understand the Internet and master the basic methods of Internet usage through organizing public service lectures, distributing learning and propaganda materials, and organizing learning and training. At the same time, it is necessary to further strengthen the construction of network infrastructure, especially to expeditiously make up for the shortcomings of broadband network construction in the vast

number of rural and central and western regions, and to support telecommunication enterprises to actively assume social responsibility and carry out free broadband speed–up and price reduction activities in areas with lower income levels, so as to realize that people in all regions can "use the Internet, have access to the Internet and can afford to use it". To further increase China's Internet penetration rate and lay a solid integration foundation for "Internet +" national fitness.

Secondly, we should further improve the level of awareness and application of the "Internet +" national fitness among the people, especially the middle–aged and elderly groups. On the basis of the widespread popularity of the Internet, more intelligent and user–friendly products and services will be developed to meet the fitness needs of various groups of people in different scenarios, to enhance the applicability and convenience of "Internet +" national fitness, and to reduce the learning and usage costs of the masses. The "Internet + Fitness Guidance Guide" will be compiled in terms of the integration carrier, main functions, routine operations and precautions of "Internet +" fitness for all, and will be popularized by social sports organizations, social sports instructors and sports associations. Focusing on two aspects: lowering the threshold of product application and improving the ability of the masses to use it, so that the results of the integration of "Internet +" national fitness development can benefit the masses.

4.2. Platform building as the core to strengthen the governance capacity of national fitness

The "Internet +" platform has become an important engine to promote the modernization of the national fitness governance system and governance capacity, but the "engine kinetic energy" still needs to be further activated.

The first is to standardize the operation of the platform and activate the "Internet +" government platform's function of national fitness governance.

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At present, all regional government websites have been opened, and the national integrated government platform has basically taken shape, but the level of development varies from region to region, so the concept of "people–centred" construction should be adhered to, the threshold of platform operation should be lowered, and the ease of use of the user port should be optimized. On the basis of the traditional functions of publishing sports policy documents, event notices and tender notices, the platform should also set up consultation, reservation, suggestion, complaint and evaluation sections to build an interactive bridge between social subjects, market subjects, individual people and government departments, and to realize the online integration of multiple functions such as the collection of opinions, feedback on problems, implementation supervision and democratic evaluation of national fitness. According to the actual characteristics of the various levels and types of national fitness government projects, guidance standards for platform construction are promulgated, with standards peddling as a grip to ensure the full play of the governance functions of the platform in each region. Establish a top–down vertical supervision system and a mass feedback mechanism for democratic evaluation to guarantee the standardized operation of the platform.

Secondly, the construction of a national fitness information service platform will lead the way in enhancing the capacity of national fitness information services. At present, there is a large gap in the development capacity of national fitness information in various regions of China. It is difficult to establish and operate regional national fitness information service platforms in most regions because it will cost a lot of human and material resources, and the functional requirements of national fitness information services are basically the same for most regions. Therefore, we can focus on relying on the national fitness information service platform developed by the State General Administration of Sports to enhance the capacity of national fitness information services in each region. It is suggested that in this platform, administrative regions are used as the basis for division, accessing the sports administrative departments of all regions in the country, giving corresponding platform authority, and building a top–down national fitness network governance system and resource aggregation system. It is recommended that administrative regions at or above the county level integrate their national fitness service resources into the platform and build an information service platform that integrates multi–functional functions such as venue inquiry and booking, activity competition registration, information release and problem feedback, so that people in all regions can obtain convenient and accessible fitness services through the platform.

Thirdly, the construction of a big data platform is used to promote scientific governance of national fitness. In the context of the "Internet +" era, the collection and application of big data is an important basis for improving the decision–making level of national fitness governance. Although regional big data platforms have been built in Zhejiang, Sichuan and Hebei, and enterprises such as Jingdong and Alibaba have also established their own big data centers, the data barriers between regions, industries and levels still. However, data barriers between regions, industries and levels still exist. Under the coordination and unification of the central government, a cross–regional and cross–sectional big data sharing platform should be established in conjunction with the construction of a national fitness information platform, so as to provide data support for researching and judging the influencing factors and changing trends in the development of mass fitness, serve the scientific governance of national fitness, and promote the accurate matching of national fitness service supply with mass fitness demand.

4.3. Focusing on innovation drive to promote smart empowerment of national fitness

With the advent of the "Internet +" era, the rapid development of modern information technology such as big data, cloud computing and 5G, and the increasing degree of social information, national

fitness has been given more possibilities. We should make full use of the technological changes brought about by the "Internet +" to promote the transformation of national fitness from a crude development model that relies on resource input to an intensive development model that is led by science and technology and driven by innovation, so as to achieve intelligent empowerment of national fitness.

Firstly, strengthen the research of key application technologies and products in the field of "Internet +" national fitness. Relying on the "Internet +" platform, we will narrow the time and space restrictions on cross–domain scientific research cooperation, establish a global platform for recruiting and cooperating with professionals in sports scientific research, information technology and medical rehabilitation, and boldly explore the construction of composite scientific research teams. Strengthen the construction of the main research force of sports science and technology, rely on universities and research institutes to create a group of key laboratories for national fitness, supporting the construction of scientific training and support mechanisms and performance evaluation mechanisms. Make use of the advantages of data storage, analysis and transmission on the "Internet +" platform to implement collaborative innovation, promote the open sharing and efficient use of scientific research data, scientific and educational resources and experimental resources, etc., implement the declaration of the list of scientific and technological projects for national fitness and the inclusion of scientific and technological achievements in the database, and mobilize the sports administrative departments of provinces, autonomous regions and municipalities to participate in scientific and technological assistance for national fitness The government has also implemented the declaration of the list of scientific and technological projects and the database of scientific and technological achievements, and mobilized the sports administrative departments of provinces, autonomous regions and municipalities to participate in the work of science and technology for national fitness.

Secondly, promote the rapid transformation of scientific and technological achievements in the field of "Internet +" national fitness. Strengthen the cooperation between scientific research institutions and sports enterprises to achieve the iterative upgrading of intelligent fitness products. Establish a smart fitness guidance system and exercise risk warning system with the "Internet +" platform as the hub, Ai technology, exercise monitoring technology and fitness and medical experts as the fusion, and smartphones and smart wearable devices as the port, and create a non–medical health intervention system suitable for community residents' scientific fitness and chronic disease prevention and control requirements.

4.4. Building the rule of law as a guarantee to enhance the regulatory capacity of the national fitness network

The virtual, dynamic, cross–regional and other characteristics increase the difficulty of regulation of the Internet, but the Internet is never a place outside the law, relying on the "Internet +" to promote the healthy, healthy and sustainable development of national fitness, must firmly establish the concept of national fitness rule of law, strengthen the legal system construction.

Firstly, strengthen the legislation in related fields. At present, the legislation in the field of sports in China is relatively lagging behind, and there is a lack of legislation in the field of "Internet +" sports. In the face of new situations, new contradictions and new problems in the field of national fitness, such as network trade, network rights, network capital operation and network data management, relevant departments should quickly follow up and clarify the actual problems and areas where the law is lagging behind the reality. The problem and the area of belonging, multi–departmental joint cooperation, strengthen the legislation, to achieve "Internet +" to help the development of national fitness has a law to follow.

Secondly, the legal system should be made

more popular. Governments at all levels should improve the way they teach the legal system and use the cases that have already occurred as a wake–up call to raise the awareness of the "bottom line" of market players in the production of fitness products and the supply of fitness services, so as to reduce the incidence of illegal misconduct; through forms that are popular with the public, the legal system should be integrated into the daily life of the public, so that in a subtle way.

Thirdly, strengthen the government's law enforcement capacity. In the face of the increasingly complex and diverse "misconduct" in the field of national fitness, the government, as the main body of law enforcement, must keep pace with the times and improve its own law enforcement capabilities. With the help of the "Internet +" government platform, a special window for reporting violations in the field of national fitness has been opened to support the processing mechanism and give play to the role of supervision by the people. The government should make full use of artificial intelligence, big data, cloud computing and other modern information technology to monitor network data and information in real time, establish a screening mechanism for abnormal data and information, improve the identification and governance of illegal acts such as selling substandard fitness products on the Internet platform, using asymmetric information on the Internet to mislead the fitness public, and illegally collecting funds through the "Internet + fitness" model.

Conflict of interest

The authors declare no conflict of interest.

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