

# The New Generation of Urban Migrant Workers' Sports Participation under the Background of the National Fitness

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**Abstract**— Diversification of sports participation differentiate different populations' form and motivation of sports participation. By using the methods of literature and questionnaire, to analyze the current fitness situation of the new generation of urban migrant workers' sports participation for urban circle of Poyang Lake Ecological Economic Zone, aiming to push the improvement of cities' non-agriculture the new generation of workers sports participation and fitness demand contradiction. Concluded that the overall trend is good, but there are still need to adjust and improve in sports system protection, fitness facilities and organization services, and put out constructive countermeasures to strength new generation urban migrant workers partiple national fitness exercises, construct new generation migrant workers' sports participation service system, make up their lack of participation.

**Index Terms**—new generation of urban migrant worker; national fitness; sports participation

## I. INTRODUCTION

The State Council issued 'No.1 central document' 'several comments on increasing the intensity of urban and rural development and further consolidating the basis of the agricultural and rural development', first use the conception of 'the new generation of urban migrant workers', and indicated that our country began pay more attention to them in the level of strategic development. the new generation of urban migrant workers refer to those leave away hometowns' rural work force, whom bored in 1980s, went out to work after 1990s, lived in the city and engaged in non-agricultural jobs.<sup>1</sup> Their ages from 16 to 30 years old, compared with the first generation, their have higher educational level and occupation expectation, stronger ability to adapt to the city life and more open on ideology.<sup>2</sup> They are no longer to put 'get more money' as their inner main drive to get out to work, but as more come true their own value, pursuit modern way of life and the higher material, cultural enjoyment to their main goal, obtain social recognition and acceptance by labor.<sup>3</sup>

China Youth Research Center released a research report: At present, China has 200 million migrant workers urban people, while the number of the new generation of migrant workers in the city more than 100 million people, they gradually become the main body of the new generation of migrant workers group, and which has

become a huge scale of particular social group that can not be ignored.<sup>4</sup> In recent years, the problem of migrant workers' sport and health has become a hot spot of academia's attention and research, many domestic scholars have done series of research on the status of migrant worker's sport participation from different angles, and have achieved certain achievements, but from the aspect of sport system and organization, improve their own sport participation, there are have little research of all national fitness participation. From the angle of sport participation exercise, this paper aims to do research study motivation, behavior and content, influence factors and consumption levels of the new generation of urban migrant worker's group participate to the national fitness in the circle of Poyang Lake Ecological Economic Zone, and provide references for relational department to formulate related policies of the new generation of urban migrant worker's group participate sports exercises.

## II. THE RESEARCH OBJECT AND METHODS

### A. The research object

The new generation of urban migrant workers. Poyang Lake Ecological Economic Zone containing a total of 38 counties, covering an area of 51,200 square kilometers, which accounts for 30% of the land area of Jiangxi Province, population for 50%, economic output for 60%, are Jiangxi's optoelectronic, biological, copper smelting and deep processing, aviation, high-quality steel deep processing, automobiles and automobile parts production industry bases, grasp construction, manufacturing, service industries and so on in Poyang Lake ecological economic zone city circle's new generation of migrant workers as the main research object, the survey scope mainly involves Nanchang, Jingdezhen, Yingtian and Jiujiang city of the Poyang Lake ecological Economic Zone.

### B. The research methods

Based on the need of this paper's research purposes and contents, we have consulted relational research materials and literature achievement in China Science Periodical Database(CSPD), in order to provide theoretical guidance for this paper's analysis and discussion.

Divided into four groups in-depth city to the new generation of urban migrant workers rental home and

company, make use of their time off select workers for investigation. Hand out 317 questionnaires, returned 284, among that male 191, female 93 copies. Of which 273 valid questionnaires, 182 males, 91 females, efficiency 96.12%.

In the interview questionnaire at the same time.

Raw data for effective recycling questionnaire and using SPSS10 software for data statistic processing .

### III. RESULT ANALYSIS

#### A. *The basic situation of the new generation of urban migrant workers*

Compared with the first generation, the new generation have idea and impulse into the city, and gradually accustomed to the bustling and rhythm of the city life, part of them have try to begin integrating into the local society. From the research result, their cultural level is relatively higher, and high school educators account for 52.72% which become the largest proportion, then is junior and primary school educators, respectively 12.6% and 12.25%; the college and above degree only account for 22.43% which take up the minimum proportion,. Among them, the male education level is slightly higher than women. From the result we can see that the new generation's education level is relatively higher. Better education is the awareness basic to wake up the positive development of the new generation of urban migrant workers, and reflect the biggest different of the two generations. Although the new generation is stronger than the old one in cultural quality, there have lackage in sport rights. In the research of 'how to deal with if being discriminated , excluded or interfered during exercise', 22.3% researchers don't know how to do, 17.1% choose enduring, 45.4% choose justification for safeguarding their own rights, 15.2% think that they need to reflect to the government. Most of them can protect their rights, but its also illustrated that government departments lack of organization and social identity to the new generation of urban migrant workers. They participate sport exercise is not only the society need, but also closely related to national well-off society developing and harmonious society building, this also reflects the importance of the new generation workers participate national fitness sports in harmonious society.

##### 2.1.2 Income status

This research set construction, manufacturing, service industries and so on, in the city circle of Poyang Lake ecological economic zone's new generation of migrant workers as the object. Of which, the percent of working in private enterprise is relatively higher than in foreign-funded, state-owned and state-holding enterprises. The survey shows that the new generation of urban migrant workers monthly income is 1000 and below account for

9.4% in the city circle of Poyang Lake ecological economic zone, 24.9% is 1001-1200, 39.2% is 1201-1500, 1501 and above account for 26.5%. The research group of Nanchang central sub-branch of the People's Bank of China have done a report , which about migrant labor force price level research in Jiangxi province shows that the migrant workers' average monthly income rise rapidly whom work in Jiangxi Province, the percent of the migrant worker's average month income is 1300 and above is grown from 25.0% to 35.4%, but their wage level still can not be equal to price and consumption level increase.<sup>5</sup> The two generation migrant workers still have big different in average monthly income.

#### B. *The national fitness participation situation of the new generation of urban migrant workers*

At present, the National Fitness Program is already into the third stage of implementation. Successfully hosting the Beijing Olympic Games gradually increased the propaganda of national fitness exercises, setting and carrying out 'National Fitness Day' make the national fitness exercises get a comprehensive popularization and development. Between the researched new generation of urban migrant workers, the percent of only hear about the National fitness program is highest which account for 56.3% of all, next for 34.0% is have a better understanding, the minimum proportion of 9.7% is completely do not know. Of which, there are two points we should pay attention, firstly, most of them are just hear about, but do not know the detail contents of national fitness, this illustrate that there still exist inadequate in process of popularize national fitness, there have space to improve the strategies and dynamics of marketing publicity. Secondly, it is open to discussion on content setting. Ralatively speaking to migrant workers, the content of national fitness exercises reflect more urban character, there remain to strengthen content setting of countryside characteristic.

Sport motivation is an interal power urge people to participating in sports activities in push of the sport need. Based on individual or social need, motivation can be divided into individual and social motivation. During the researchers, on the question of whether it is necessary to take part in physical exercise, 81.6% of the new generation migrant workers think it is necessary, 16.3% think that 'whatever', 2.1% think that 'no need'. The main factors cause they unwilling to take the initiative to participate in sports are city of exclusion, their own inferiority complex, lack city sports facilities, training content is not suitable for etc.. This shows that the national fitness still have much growth room to the new generation of urban migrant workers whom choosing not to participate in physical exercise.

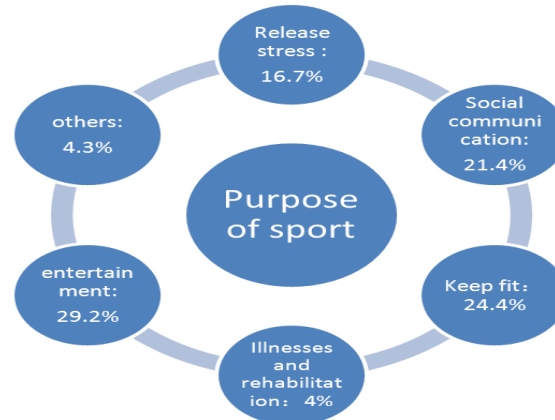


Figure 1. The purpose of the new generation of urban migrant workers

Nowadays, fitness like a raging fire, has entered a new development stage. Visibly, it is the need of the society that the new generation of urban migrant workers participate in the sports fitness, and closely related to national well-off society developing and harmonious society building, from this aspect, the new generation of urban migrant workers to participate in the sports fitness with social motivation. The main purpose for participation in physical exercise (see Figure 1), he purpos of most the new generation of urban migrant workers to participate in sports is keep fit and entertainment, which are accounting for 24.4% and 29.2%; there need special attention, in this survey results, 21.4% of the new generation of migrant workers in demand for social communication to choose fitness activities. This data is not very high, but highlights the new generation of migrant workers hope to get social recognition and wishes dying to intergrate into city life under the background of the contemporary social life pace. As can be seen that the new generation of urban migrant workers have a strong sense of sports exercises and more comprehensive knowledge of physical fitness; on the purpose of exercises, increasing communication between urban residents and improving understanding of urban life is gradually becoming the third major goal only after entertainment and keep fit.

*C. The sport consumption level of the new generation of urban migrant workers*

The total sum of sport consumption can reflect sport consumer satifaction extent and general level in a certain period of time. In this investigation the number of participation in sports consumption is 198 people, accounting for the total number of survey of 72.5%. The proportion have obviously improved compared to the older generation. The ration of annual sports consumption is in below 100 yuan accounts for 36.4%, 101 to 200 yuan for 44.4%, 201 yuan and above 19.2%. The results show that the new generation of urban migrant workers sports consumption level have obviously improved , close to the urban residents' sports level, which has a very big

relations with the consumption concept change of the new generation of urban migrant workers .

Sports consumption structure refers to the proportion and relationship of various sports consumption in the total consumption. According to the individual whom have capacity to pay and can purchase different sports consumption date from the sports market, sports consumption types can be divided into physical and non physical consumption.

Physical consumption mainly includes buying sportswear, sports equipment, sports newspapers and books, etc. Figure 2, the new generation of urban migrant workers physical consumption proportion accounted for 53.3% of the total, non physical consumption proportion accounted for 46.7%. It is need to focus that sport lottery ranks first in total consumption, and has a tendency to rise; On the other hand, the new generation of urban migrant workers in the consumption of newspapers and magazines also account for a large proportion (18.3%). This illustrates that there need more rationality guidance on sports consumption structure

*D. The factors influence the new generation of urban migrant workers participate in national fitness*

Due to the constraints of objective factors, make the migrant workers participate in national fitness exercises seems very passive, the new generation of urban migrant workers sports became the ‘forgotten corner’. The origin of force to promote the new generation of urban migrant workers participate in national fitness exercises in the period of building a well-off society, is to make the cenozoic urban migrant workers to form a stable fitness behavior.

The new generation of migrant workers city education level is higher, all kinds of security system is relatively consummate, and not much difference between urban workers wages, the family burden is light. Therefore, economic conditions, less leisure time is not the main factor affecting their fitness.

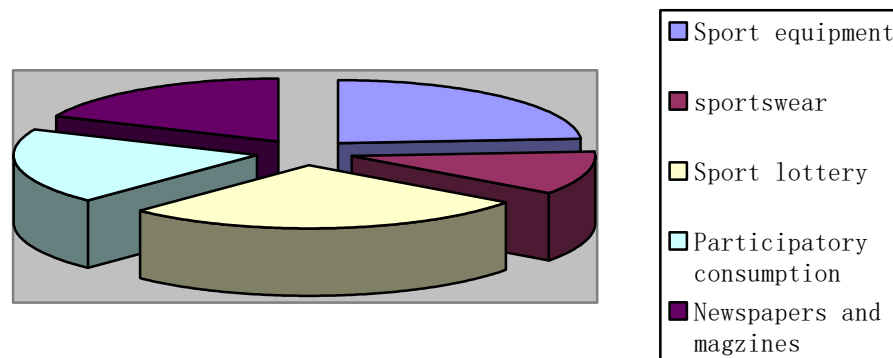


Figure 2. Sports consumption structure of the new generation of urban migrant workers

Most of the new generation of urban migrant workers, their health awareness and basic relatively weak. The choice of the sense of belonging, the proportion up 85.3% percent people do not want to participate in sport due to the 'urban residents discrimination', which becoming the biggest factors hindering the new generation of migrant workers participate in urban fitness exercises. In interviews, most people mentioned they only agree their sense of urban area belonging, not urban communities belonging, which form all kinds of complexly psychological burden in participate in the movement.

Migrant workers participating in sports rights and organization system is not perfect and long-term influenced by the urban-rural dualization, in the process of urbanization, the government did not take the need of new generation of urban migrant workers into public policy formulation and the construction of public facilities, urban residents still holding the discrimination and prejudice and to majority of migrant workers, some urban communities and residents even limit migrant workers to use of sports facilities

#### IV. CONCLUSION AND SUGGESTION

##### A. Conclusion

The new generation of urban migrant workers relatively well-educated, participation in national fitness motivation is positive state, in their own development needs to have a higher standard. Especially for integration into the city become more strongly for the public desire. By participating in the national fitness exercise is an important means to awaken the new generation of urban migrant workers' right consciousness, it also become the channel for them to integrate into society and city in a high-speed.

Most new generation of urban migrant workers hold a much interest in participating in the national fitness exercises, and have a strong participate demand, especially in the aspect of content and the selection exercise gradually urbanization, but the continuity of its participation is not high, participation time is influenced by objective factors which lead to the actual participation in the proportion of the population is too small.

The main factors influencing the new generation of urban migrant workers to participate in sports fitness including open space equipment, complete infrastructure and lack of organization, lack of professional guidance, even in the face of the temptation of other entertainment projects, etc. In addition, social identity to them has become the new block that replaced the economic condition of restriction factors.

##### B. Suggestion

From the perspective of harmonious society, through the social mobilization, form social force, eliminate social discrimination against migrant workers, to give more humanistic care, reasonable positioning to them, increase the intensity of social support, actively create a harmonious atmosphere of physical exercise.

Under the effect of traditional urban-rural dual structure of social system, it is inevitable for the migrant workers lack of sense of belonging. Based on the existing sports laws and regulations, targeted for new generation migrant workers their participation in national fitness of affordable laws and regulations, safeguard and maintain the legal rights they should enjoy.

The government should gradually establish and improve the new generation of urban migrant workers sports service system. Increasing the open strength of non-profit fitness venue and leisure places, such as school, communities, unit and so on, it have become several key point need to solve urgently to create conditions for them to participate in the national fitness. Some public sports venues are necessary to collect fees, the new generation migrant workers need to make a special discount, and make sure they can afford.

Gradual improvement the mode of three-in-one, which put unit sports mode as the main body, supplemented by individual and urban community sports mode. In the process of full implementation of the national fitness program, although the government and the organization plays a leading role, the final wish for most of the new generations is to become the urban citizens, therefore, urban community will be the final adscription for them, but we also should see, the ultimate goal of national fitness is make people can often participation in sport and exercise actively, but not an organization organize us to

do exercise together in a period of time. So, on one hand, we should actively create the national fitness training environment; on the other hand, to respect the sports demand of the new generation of urban migrant workers, even can be considered a special treat when appropriate, formulate a reasonable project and content suitable for the new generation of urban migrant workers development, make the national fitness sports really spread and development in national.

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