

# ***Research on the "Fans Circle" of Chinese Sports and the Transformation and Development of Retired Athletes***

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**Abstract.** With the development of network technology, China is moving towards a sports power. Especially in the 2024 Paris Olympic Games, fans of athletes of different events on social media will have an impact on the network order, which is gradually said to be 'sports fans circle'. The theme of this study is the research on the transformation and development of the Chinese sports fans circle and retired athletes, and the research is carried out by means of data collection and literature search. Research shows that China's sports fan circle is not a disadvantage, to introducing relevant policies to guide. It mainly affects how to realize the flow of the sports fans circle to make retired athletes transform in a variety of ways to choose. Future research should focus more on how to make good use of the form of new media to help retired athletes develop better. How to make good use of the sports fans circle is a very important issue. Making good use of the flow can be realized, so that more people can participate in the activities of the national fitness, and can also better solve the problem of the transformation of retired athletes.

**Keywords:** Sports fans circle, retired athletes, flow realization

## **1. Introduction**

At the 2024 Paris Olympic Games, the Chinese sports delegation achieved the best results in the history of China's overseas participation since China's full participation in the Summer Olympic Games in 1984 [1]. However, as the time of the Olympic Games flows away, the network voice continues to increase, and multiple Weibo entries continue to dominate the network. Appear inside and outside the stadium and interfere with the athlete's competition.

Transition focuses on the private life of athletes, and network fans to compete with each other. Fandom culture is a cultural term where 'fan' is not the meaning of eating, but the transliteration of fans. It refers to an organization and group composed of a group of fans, which spontaneously cheers and promotes idols. The fandom culture is actually the fandom culture. Fanatic fans gather together for their favorite stars to form a small group. The fans circle culture originated in Europe and the United States. In the 1980s, with the emergence of Hong Kong and Taiwan entertainment stars and mainland rock stars, China's star chasers gradually emerged. It can be said that in the entertainment industry, fans are a very normal phenomenon; stars and fans are inseparable from a pair of combinations [2]. Therefore, more and more content about sports 'fans circle' has always been the focus of attention. Therefore, sports and fans circle are combined to produce a sports "fans

circle. " Up to now, sports " fans circle " has always been the focus of attention. The General Administration of Sport of China has repeatedly issued articles on sports fans circles, and said that the sports front has recently systematically managed the " fans circle " chaos from the height of maintaining ideological security. The athletes of the national team of each project have taken the initiative to disband the official fan group [3]. However, the fan circle is often not achieved overnight. Things will have two sides and become a double-edged sword effect. In the one-sided trend of sports fans circle, only effective management can greatly facilitate the solution of the problem of re-employment of retired athletes. The State Sports General Administration has held a national comprehensive quality training course for retired athletes in 2025 (spring). The current training course helps retired athletes to retire to live in society and be more competitive [4]. Participating in this activity can maximize the effect of resource utilization. In addition, some retired athletes can use the network traffic to realize that with the help of today 's sports ' fans circle ', there are other tracks to increase the life of retirement, which is also a way. In the ' Sports Journal ', this article studies the research on the career transformation ability of retired athletes: conceptual dimension construction, scale development and empirical test. In the study of retired athletes to mobilize career transformation has contributed to this research, but in how to use the content of the new media in the field of content research is not comprehensive, this article will start from the perspective of the new media field, the use of new media research for retired athletes, to supplement the existing research gaps. Zhang Yong in the ' new media research under the perspective of new media sports ' circle ' of the causes and governance ' of this article to study the current new media perspective of Chinese sports why the emergence of the circle, in how to better manage the Chinese fans circle has made a contribution to this research, but in the sports circle of the positive aspects of the content is not much involved, this article will start from the positive effects of the sports circle, effective research, supplement the existing research gaps. Zhang Jia studied the situation and development of retired athletes ' career transformation from the perspective of human resources management in the article ' Career Transformation Strategy of Retired Athletes Based on the Perspective of Human Resource Management Life Cycle ', and made contributions to this research in the transformation of retired athletes. However, there is not much research on the transformation of retired athletes in the new direction of new media. This paper will start with the transformation of retired athletes from the perspective of new media, and carry out corresponding research to supplement the existing research gaps.

## 2. Background

### 2.1. The background of the sports fans circle

The communication chaos of " fans circle " in sports refers to the excessive pursuit and irrational behavior of sports stars by fans [3].

The sports career of active athletes will be accompanied by injuries. Few athletes stand on the field again after major surgery to win honor for the country, and the active career is very unstable, basically around 10 years. Therefore, this is also the reason why the public will want to go to the venue within their ability to meet their favorite athletes, witness the style of their favorite athletes in the venue, and shout at them. However, the Beijing News once issued a report in 2024, telling of the formation of the fans circle and the existence of deformity. Before 2016, the distance and interaction between athletes and sports fans remained ' just right '. Whenever the national brand team goes out and returns with honor, some sports fans will be present outside the athletes ' apartment of the General Administration of Sport of China and the Capital International Airport, but the way of

assistance is limited to saying a cheer or congratulations, sending a bunch of flowers at most, and few people asking for photos and signatures. Since the Rio Olympic Games, athletes from multiple projects have attracted more and more supporters. Those who like athletes are no longer simple sports fans. Fans who originally knew little about sports have emerged in large numbers and become larger and larger. More aid organizations have also emerged [4]. Therefore, the emergence of transitional attention to sports has actually begun to emerge in 2016. The Rio Olympic Games is a watershed, which is also a time period for the birth of sports stars. Sports athletes will interact with fans live through social media and chat with fans to shorten the distance between athletes and fans. Even some fans will carry out the link of loose virtual gifts during the live broadcast, so as to realize, some belong to the social platform, and some belong to the athletes. The change in the number of live broadcast rooms for athletes from the number of people at that time to the number of people online also indirectly proves that sports are getting more and more attention from the public. Fans to establish a fan base, super words to play the list, the birthday of the screen. These moves are a way for fans to express their love for athletes. With the rise of 5G, the network has gradually evolved into a double-edged sword, and good signals will also be harmful. The network popularizes sports knowledge to the masses, publicizes sports athletes, and allows more people to participate in sports, which can strengthen their physical fitness. However, with the passage of time, there will be bad phenomena, such as the opening of the box of athletes' identity information, the sale of athletes' signature photos, the infringement of athletes' privacy, and the quarrel between some athletes' fans. This is also the trend of sports events gradually circle, because the drawbacks are greater than effective, so more and more people think that sports circle is a bad word. According to the survey, the proportion of the masses who will buy goods because they consider the commercial value of the favorite athletes reaches 48.57 %, which can also reflect that the consumption concept of the masses is benign and rational.

## 2.2. Double-edged effect of sports fans circle

Things will be different in two aspects. The background of the sports fans circle is derived from the public's attention to sports events, so the sports fans circle will also have a positive impact. However, the masses will now have a negative idea of this proper word, and they have not found and expanded the positive impact for the time being. For example, the search volume of " archery hall " on Meituan increased by 40 % year-on-year, and the order growth rate of archery-related group purchases in Shanghai, Beijing, Wuhan, Guangzhou, Hangzhou, Xi'an, Shenzhen, Chongqing and other places ranks in the forefront. The recent group purchase order volume of ' National Sports ' table tennis increased by 50 % year-on-year; the search volume of national ' swimming venues ' increased by 30 % year-on-year, and the search volume of fitness venues increased by 128 % year-on-year. The number of orders for ' badminton ' increased by 90 % year-on-year [5]. The " Champion Shop Program " launched by " Fast Hand " provides different support policies and traffic programs for brand businesses that impact new champion stores, super-head champion stores, trump champion stores, and champion anchors [5]. These data effectively prove the positive impact of the sports fans circle. In the survey, it was found that the proportion of mass sports time of more than 15 minutes was as high as 77.14 %. This data also indirectly verifies that the " broken circle " of sports events has effectively improved the exercise time of national fitness. And 55.71 % of the people think that the sports fans circle can be well controlled, not too much impact on the competitive sports itself.

### 3. Retired athletes transformation problem

#### 3.1. Traditional development route

The theory of labor economics defines human capital as a key factor in the mechanism of individual employment choice and income acquisition, and improving the level of human capital of retired athletes is regarded as an important way to improve their employment quality [6]. The existing research mostly explores the impact of the economic value of human capital on the employment opportunities and wage growth of retired athletes from the perspective of economics [7].

Sports athletes are active for a long time. Most athletes are young and exposed to sports. However, there are few athletes who have achieved higher achievements and won championships. Some sports stars will have effective commercial value. Therefore, the transformation of athletes after retirement is a problem that has always needed to be improved and implemented. The fragmentation of the professional cohesion policy of retired athletes has seriously hindered its value release. On the other hand, there is a structural imbalance in the current security policy for the transformation of retired athletes in China, showing the selective characteristics of " elite orientation. " [8]. In response to this problem, the State Sports General Administration has also launched relevant policies to improve this phenomenon. In 2025, the National Retired Athletes Comprehensive Quality Training Course (Spring) opened online. This training course aims to help retired athletes improve their comprehensive quality and further help them improve their ability to adapt to society and professional competitiveness. Some of the retired sports can participate in the curriculum, learn more professional knowledge to become physical education teachers, have a greater correlation with their professional work, easier to carry out in daily life, and promote the favorable development of their own career.

#### 3.2. New path

With the development of Internet information technology, the evaluation text and display images published by network users have become a new form of word-of-mouth [9]. How to use the Internet is also a very important means of transformation. The content communication mode of ' short video + live broadcast ' has gradually transcended its social nature and transformed into a multi-platform system integrating consumption and investment functions [10]. During the Rio Olympic Games and the Tokyo Olympic Games, some athletes of sports events were broadcast live, and some coaches of sports events waited for athletes to take part in variety shows to increase exposure. This situation is to better promote sports events, so that the whole people can better understand sports events and love this sport. The public will go to the stadium to buy tickets. The conversion of ticket passes is also one of the bonuses that athletes can get in the competition, which can solve the problem of life. Sports meal circle is a double-edged sword, but because the sports project is sought after by the public, some retired athletes can take the latest form, use the heat of sports to realize the flow, so as to take the way of live broadcast of social media platform to solve another transformation difficulty. Retired athletes create their own social media accounts, cultivate new social media accounts, enrich the content of accounts, publish common sense about sports activities and popular science sports. These methods are effective in exposing, so as to reach a certain number of fans after the live broadcast with the goods, the flow of cash. Not only that, retired athletes can make good use of the network for physical education teaching, better teaching students on the network, the offline audience group for good amplification, so as to achieve better effect. Table 1 below shows the sales volume and sales volume of the live broadcast of a retired athlete. In addition to the use of social

media, retired athletes can also go to some rebroadcast sports platforms for sports commentary on events. Sports journalists combine their professions with events for transformation.

Table 1. Data of live delivery of a retired athlete

| Date   | Sales     | Sales volume |
|--------|-----------|--------------|
| 202506 | 5w~7.5w   | 100w~250w    |
| 202505 | 1w~2.5w   | 250w~500w    |
| 202504 | 1w~2.5w   | 250w~500w    |
| 202503 | 500~750   | 1w~2.5w      |
| 202502 | 2500~5000 | 10w~25w      |

4. Discussion

This survey is mainly about the research on the current situation of the fan circle of Chinese sports. The fans' circle of sports is not a good thing, but the general public has an objective view of the fans' circle, and does not want to pay too much attention to the private life of the athletes. Consistent attitude towards the favorite athletes, old and young fans, they are willing to watch the sports competition in a limited time, cheer for the favorite athletes, and like to pay attention to the athlete's social media interaction, can watch the athlete's training from the social media daily to understand the sport. With the permission of objective factors, go to the sports arena to cheer. And they are willing to buy endorsement products that love athletes and improve their commercial value. On the premises of purchase, maintain objective rational consumption, endorse products to meet their expected needs, and are willing to repurchase and consume again. In addition to paying attention to the sports performance and physical health of athletes, fans will be willing to try different sports and be willing to exercise in the case of favorite athletes, so as to maintain a good habit of physical and mental health. Because of the current situation, fans will be willing to understand the team members who love athletes, such as fitness coaches, accompanying players, head coaches and so on. Some retired athletes will operate their own IP projects, manage their accounts, and conduct live sports teaching or live delivery on the network. These current trends are a positive upward trend. Some sports stars will also go to the live broadcast room of retired athletes to interact, which can enhance the interest of some fans and is also an effective way to promote retired athletes. The most important point is that maintaining a harmonious and healthy communication environment requires relevant policies to support and can be implemented.

5. Conclusion

The results of this study are that the sports fans circle is actually a double-edged sword, which can effectively use the current trend and the network to help some retired athletes solve the transformation problem. Therefore, it is further concluded that the conclusion of the study is that the sports fans circle is not a disadvantage, and relevant policies should be introduced to guide. This study provides a lot of valuable reference significance for the future research in this direction, which mainly affects how to realize the flow of sports fans circle so that retired athletes can transform a variety of outlet options. Future research should focus more on how to make good use of new media. The form of retired athletes to better develop the direction of in-depth exploration. How to make good use of the sports fans circle is a very important issue. Making good use of the flow can be

realized, so that more people can participate in the activities of the national fitness, and can also better solve the problem of the transformation of retired athletes.

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