



## Guideline to Promoting Small Basketball Among Children Aged 7-9 in Xi'an Province

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### Abstract

**Background and Aim:** With the continuous improvement of China's economic level and the continuous improvement of people's happiness index, sports are favored by more and more people and have become a part of People's Daily life. The report of the 19th National Congress of China pointed out that "speeding up the construction of sports power" should deepen sports reform. "The Outline of Building a Sports Power" pointed out that "it is necessary to comprehensively promote the popularization of basketball, football, and volleyball, explore the" three-ball "project culture, and improve the awareness and participation of the masses." Under the background of the national policy to promote the construction of sports power, basketball has ushered in an unprecedented development opportunity and has been widely considered by society. To promote 7-9-year-old children's basketball, let more children know about small basketball, can also cultivate a large number of small basketball elites, and provide a large number of reserve talents for the professional player selection of the national basketball team and the provincial basketball team. At the same time, the development of children's basketball clubs has expanded the group of young people participating in basketball and further promoted the popularization and development of small basketball.

**Materials and methods:** First, using the keywords of children's basketball, small basketball, small basketball promotion, and Xi'an youth basketball, the literature search of related sports journals was carried out to collect and sort out relevant information. Then we interviewed 9 experts from the Basketball Department and the Promotion and Publicity Department of Shaanxi Provincial Sports Bureau to understand the promotion and development status of children's basketball in Xi'an. In the questionnaire survey of 7-9 year-old children in Xi'an, 32 basketball teachers or coaches participated in the 308 basketball parents of 7-9 year-old children. A focus group of 9 experts and professors from the Basketball Teaching and Research Department of Xi'an Physical Education University conducted data analysis. The data of expert interviews and questionnaire surveys are summarized and analyzed by mathematical statistics.

**Results:** Lack of resources is the main obstacle to popularizing small basketball. Training resources, equipment, and the number of professional coaches are far from enough, limiting the promotion and popularity of small basketball. Secondly, some parents and schools are unaware of the importance of small basketball, resulting in insufficient support for this form of sport, which affects children's participation. In addition, small basketball's publicity and promotion channels are relatively limited, failing to make full use of diversified communication channels, limiting its visibility and coverage. In practice, although the government has relevant support policies, there may be insufficient implementation in the specific implementation process, which also affects the development speed of small basketball.

**Conclusion:** Although the small basketball in Xi'an is developing gradually, it is still in the primary stage. At present, although some basketball training institutions and community activities have begun to promote small basketball, the overall participation and coverage are still limited, and many schools and communities have not formed a systematic small basketball training system. Small basketball is of great significance in





cultivating children's interest and basic skills in basketball, which not only helps children develop good sports habits and team spirit from childhood but also provides a valuable foundation for the reserve of future basketball talents in Xi'an. Especially in campus sports, small basketball is expected to enrich the diversity and interest of campus sports activities because of its suitable characteristics for children, and further promote the all-around development of students.

**Keywords:** Children; Small Basketball; Promotion; Standard Management

## Introduction

With the continuous improvement of China's economic level and the continuous improvement of people's happiness index, sports have been favored by more and more people and have become a part of People's Daily life. The report of the 19th National Congress of China pointed out that "speeding up the construction of sports power" should deepen sports reform. "The Outline of Building a Sports Power" pointed out that "it is necessary to comprehensively promote the popularization of basketball, football, and volleyball, explore the 'three-ball' project culture, and improve the awareness and participation of the masses." Against the background of the national policy to promote the construction of sports power, basketball has ushered in an unprecedented development opportunity and has been widely recognized by society. General Office of the State Council. (Opinions of The General Office of the State Council on Promoting National Fitness and Sports Consumption to Promote the Development of the Sports Industry Opinions on high-quality development 2019-9-17) Basketball influences the largest number in China, to participate in the largest number, of sports area, the largest high ratings to its highest level in the league, sponsors, Great social influence. Basketball has gradually become the biggest sport in China, contributing a great deal more positive impact on society. The basketball league has attracted a large number of viewers and has a very large repercussion in society and a very strong influence. Through the reform of the "operation and management methods" of basketball projects, the atmosphere of folk sports is comprehensively enhanced, the guiding ideology of lifelong sports and national fitness is implemented, and the benefits are brought to social harmony and stability.

The research background of the promotion of small basketball for 7-9-year-old children in Xi'an stems from the increasing attention of all sectors of society to the health and all-around development of children in recent years. In modern urban life, children's exercise time is gradually reduced, leading to the decline of physical fitness, a rising obesity rate, and other problems becoming more prominent and The importance of physical activity in promoting the healthy growth of children is widely recognized. As a collective and interactive sport, basketball can not only help children improve their coordination and physical fitness but also cultivate their team spirit and sense of cooperation. However, the promotion of children's basketball in Xi'an is still in its infancy, and there are some problems, such as parents' concern about the potential safety risks brought by sports, the unbalanced distribution of sports facilities, and the shortage of high-quality teachers. These challenges limit the promotion of small basketball programs and affect the enthusiasm of children to participate in sports activities. Therefore, the purpose of this study is to explore how to give full play to the positive role of small basketball programs in children's healthy development through scientific and reasonable promotion strategies, and to provide a theoretical basis for Xi'an to make long-term plans for children's physical education. By improving the teachers, optimizing the allocation of field resources, and strengthening the linkage between families and schools, this study will lay a solid foundation for the further development of basketball promotion for children aged 7-9 in Xi'an, and help to improve the quality and popularity of





children's sports activities.

It is of great significance to study the promotion of small basketball for 7-9-year-old children in Xi'an. First of all, basketball helps to improve children's physical fitness, coordination, and teamwork spirit, and promotes their physical and mental health. Secondly, by studying the problems existing in the promotion process, training methods can be optimized to improve children's interest in sports to promote the development of children's physical education. Finally, this study also helps to develop better promotion strategies, increase the emphasis of parents and society on children's sports activities, and enhance the atmosphere of basketball culture throughout the city.

### Primary objective

Construct the guidelines for the promotion of the Xi'an 7-9-year-old children's basketball club.

### Subsidiary objective

1. To study the problems existing in the promotion of basketball for children aged 7-9 in Xi'an.
2. To draft the guideline for promoting small basketball among children aged 7-9 in Xi'an province.
3. To confirm the guidelines for promoting small basketball among children aged 7-9 in Xi'an province.

### Literature Review

#### Definition of small basketball sports

As for the definition of small basketball, the relevant results have experienced a study from the international concept to the independent definition.

The research process. In 1991, MAO Peng quoted the concept of 'small basketball' mentioned by the International Small Basketball Committee in Chapter II of the International Committee, and defined it as the basketball played by children under the age of 12. Zhang (2007) divided children according to the definition of children and teenagers, defining children's basketball aged 6-12 as child basketball and 11-15 as juvenile basketball. The Chinese Basketball Association held the launching ceremony of the small basketball development plan and the small basketball league in Zhangjiawan Town Central Primary School, Tongzhou District, Beijing, and also released the Little Basketball Rules (hereinafter referred to as the Rules). These rules are formulated based on the FIBA Small Basketball Rules. The Rules give a specific explanation of the purpose, principles, and definition of a small basketball. It is mentioned in the Rules that the purpose of the "little basketball" sports rules is to "change the rules of adult games to suit the physical and mental development of children". The "little basketball" competition is a "competition for boys and girls aged 12 or under, or for a mix of boys and girls together." Yao (2018) believes that "small basketball" is relative to adult basketball, and small basketball is a children's sports activity using small basketball. That is to say, using smaller courts, shorter baskets, smaller basketball, easier, easier rules of the game in basketball, or games. In addition, the Sports Dictionary defines junior basketball as: "players are limited to the age of 12 or under".

Therefore, the definition of small basketball is not too controversial, and its main difference lies in the boundary of the age group of the population, that is, it refers to children aged 0-12 or 0-15 years old. Combining the above research results, this study of the concept of "small basketball" definition of "small basketball" in the "rules", namely "small basketball game should be the beginning of the age 12





or 12 boys and girls to participate in the game, and also can be boys and girls mixed marshaling in the game".

### **Domestic small basketball-related policies**

The Little Basketball Rules, recently approved by the Chinese Basketball Association, begins with the purpose of the rules: to "change the rules of adults to adapt to the physical and mental development of children." The rules of the game followed by the small basketball sports, as well as the venues and equipment needed to participate in the small basketball sports, are "tailored" according to the actual

### **Policies related to foreign small basketball**

As the birthplace of basketball, the basketball-level status of the United States has always been in an unshakable position in the world basketball world, which is inseparable from the basketball talent training mode it has accumulated over the past hundred years. U8, U10, and U12 children's basketball is equivalent to our country's "small basketball" movement, in the United States has a very mature children's basketball training system, under their unique national conditions the United States, the cultivation of children's basketball mode and national conditions, the school as the main place for the development of children's basketball, from primary school to university, each stage independent complete, mutual cohesion, formed a perfect echelon system, which makes the American basketball culture all over the country. Some foreign scholars show that The United States, as one of the most developed educational countries in the world, Its the perfect combination of sports and education, Campus basketball in the United States is very closely connected to education, Primary schools mainly focus on cultivating students' interest as the primary task, Participation in basketball without compromising their academic performance, Middle school basketball players also need to make their first task, Because if you have to enter a famous basketball university, Need to achieve the same grades as the average student, There are no preferential policies in this regard, Many middle schools aim to enter the NCAA (the National Collegiate Athletic Association), So a lot of basketball players don't affect their studies. The American basketball system is very mature, from juvenile competition to the professional league. In the children's competition, each state will adjust the competition system through its regional cultural characteristics, mainly to meet the needs of different children. There are also a lot of human adjustments in the rules.

Spain is a representative of European basketball, in many international basketball competitions over the us men's basketball team, its youth basketball level in Europe is also at the leading level, some scholars found that the Spanish government very pays attention to the development of their national children's sports, often joint sports department organization of various ages youth basketball games. Moreover, Spain attaches great importance to the exploration of professional players, and after the completion of their compulsory education, they sign a contract with the club to participate in professional training B01. Argentina is a football power, but its basketball level is not to be underestimated. In the 2004 Athens Olympic Games, the Argentine national team defeated the American Dream Team and won the championship. This is a country with a population of not 40 million, and such a strong strength is inseparable from its mature basketball talent training method. Argentina develops reserve basketball talent mainly in a club setting. In Argentina, sports and education are separate, because of population reasons cannot teach, but it has a very mature club training system, in Argentina, more than 1200 clubs, and registered basketball players more than 140000, relatively speaking, the basketball player population base is very much, the professional club training, 14 can participate in professional league, a lot of Argentina in the NBA players are from many large Argentine club B3U. Russia has always been





a basketball power, which is inseparable from its unique training system. Russia will take children's sports schools, boarding schools, and Olympic sports schools as the selection points. The first two schools are to select talented talents, while the latter directly cultivates talents.

Australian basketball in recent years also has seen rapid development, one of the most important is the development of Australian youth basketball, "Aussie Hoops" is sponsored by the Australian Basketball Association national basketball training plan, the meter is divided into four stages, game stage, learning stage, stage and competition stage, mainly for Australia 5~13 years old children, each stage has a different focus, according to the needs of children choose stage, also can stage of the upgrade. This plan fully captures the characteristics of children and integrates sports and interests, which can not only cultivate children's interest in basketball but also cultivate children's positive attitudes toward sports. These plans play a very important role in the enlightenment of basketball education in the development of basketball in Australia. Secondly, the Australian government has always attached great importance to the development of the field of youth basketball, the government will join local basketball associations to hold all kinds of youth basketball games, asked by the government, the specific implementation of the local basketball association, in the process of implementation of the implementation of the local basketball association has a lot of autonomy, according to the different local environment culture, in Australia, youth basketball league organization and facilities and quite mature. Japan is a country with good development in Asian youth basketball, which has a very extensive youth basketball culture foundation. The development of youth basketball in Japan is mainly under the leadership of the government, the social basketball club, and the school's two-way training. The school is the main one, the social club is supplemented by the government reward system, and has formed a relatively mature youth basketball talent training system through its ability. The basketball course in Japanese primary schools mainly focuses on cultivating students' interest, so that students can have fun through basketball courses. There is not too much requirement for the cultivation of basketball skills and tactics. Many Japanese primary schools build special basketball facilities for different age groups. To sum up, many countries with advanced basketball levels have done a lot of work in the infrastructure construction of basketball talent. They will form a relatively perfect talent training system after years of exploration and accumulation, according to their national conditions. And basketball level developed countries, very pay attention to the popularity of young children's basketball culture, vigorously expand the young children's basketball population base, the government will combine with their national youth-mentioned policy, and attach great importance to the young childhood basketball game, and joint local basketball association to carry out all kinds of basketball games, improve the level of young children's basketball competition.

Development of children, in line with the actual situation of children's physical growth and psychological development of children.

Gao (2016) pointed out in the "Healthy China" Research on the "Healthy China 2030" planning Outline issued in 2016 "Healthy China 2030" mentioned the planning of improving youth sports skills, as well as the venues and equipment for sports, the healthy development of teenagers is also the goal of China in a certain sense. And our teenagers in modern society, because the full culture courses, convenient transportation lead to the decline of youth sports ability, which hope pupils can contact small basketball, through the basketball movement to promote the development of its physical quality and other aspects, because basketball is a collection of competitive, fitness, entertainment, and educational a comprehensive sport. Students the small basketball systematically, without pursuing the





standardization of the basic technology, the students should understand the ball and feel the charm of the basketball. According to the physical and mental characteristics of the students, they use demonstration and video teaching methods to make a general impression of the content. According to the new curriculum concept of physical education, choose the teaching content of small basketball, enrich the campus sports activities, and make the concept of lifelong physical education permeate every student.

The launch of the "Little Basketball Development Plan" and the release of the "Little Basketball Rules" have brought a positive impact on primary school basketball teaching, but also put forward higher requirements for schools. The researchers of the influence of "Little Basketball Development Plan" on the teaching and training of primary school students discussed in detail and put forward specific suggestions from six aspects: 1. Strengthen the responsibility of teachers. 2. Focus on the competition function. 3. The selection of equipment should conform to the characteristics of students' physical and mental development. 4. Teaching should pay attention to the overall development of students' body and mind. 5. Return to the essence of games. 6. Establish a unified standard to better promote the school small basketball.

Youth campus basketball schools in the country vigorously promote the development of school sports requirements, the implementation of a "small basketball" plan is the need for the national perfect the reserve talent training system, the development of small basketball, deepening the reform of the campus basketball teaching, drive students happy, healthy basketball learning, improve the quality of basketball teaching, spread basketball characteristic culture, in the construction of basketball characteristics to solve the imbalance of the development between regions, schools, strengthen the teachers, complete small basketball court to equipment and improve the course allocation.

### Conceptual Framework

Import	Process	Output
<ul style="list-style-type: none"><li>• Small basketball lessons</li><li>• Small basketball facilities</li><li>• Small basketball court</li><li>• Small basketball games</li></ul>	<ol style="list-style-type: none"><li>1. Review literature</li><li>2. Expert interview</li><li>3. Questionnaire survey</li><li>4. Focus group</li><li>5. Connoisseurship</li></ol>	Guideline for promoting small basketball clubs among children aged 7- 9 in Xi'an province

#### 1. Input (What goes into the study)

The research places emphasis on several core elements or aspects.

Small basketball lessons: Organized, age-appropriate training sessions for kids.

Small basketball facilities: Young children require suitable infrastructure which includes smaller basketball courts along with properly sized hoops.

Small basketball courts: Physical spaces designed for small-sized basketball games.

Small basketball games: Child-friendly rules transform basketball games into more captivating activities for kids.

The elements that will lead to successful promotion of small basketball clubs to children serve as these inputs.



## 2. Process (How the research is conducted)

The research process includes specific techniques that the researcher applies to gather information and perform analysis.

**Review literature:** Researchers should review existing studies, reports, and theoretical frameworks surrounding children's athletics and basketball marketing initiatives.

**Expert interview:** Consult sports coaches and child development professionals to gain expert opinions.

**Questionnaire survey:** Administer surveys to collect information from a larger group including parents and teachers and children.

**Focus group:** Organize small group dialogues with chosen individuals to obtain richer qualitative understanding.

**Connoisseurship:** Engage highly skilled professionals to assess and understand research outcomes through their specialized knowledge and judgment.

These research methods provide both greater depth and credibility to the study while delivering a holistic understanding.

## 3. Output

Guideline for promoting small basketball clubs among children aged 7- 9 in Xi'an province

## Methodology

This research is R&D

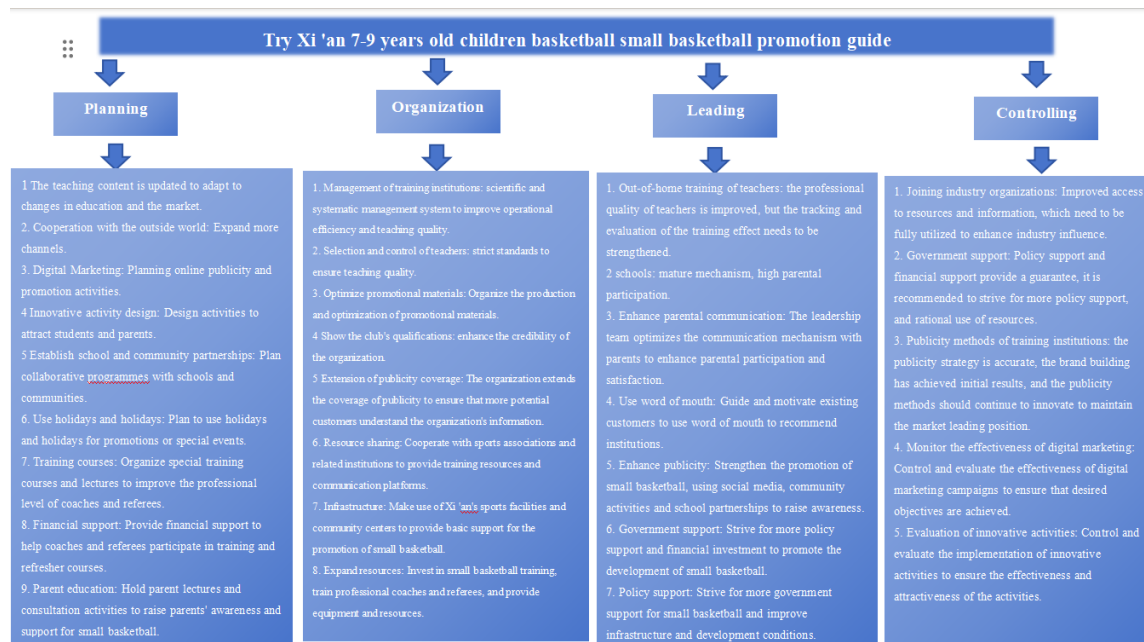
**Population and sample:** 9 experts were interviewed, and suggestions were obtained for reference. Paper was made for 308 parents of basketball students and 32 basketball teachers or coaches of students aged 7-9 years. A version of the questionnaire. Use survey tools to make measurements and use tables to summarize data collection and analysis. Focus Group summary: 9 experts conducted a focus group data discussion.

**Experimental method:** Analyze the survey results, make the corresponding exercise program, and carry out relevant experiments according to the schedule.

## Data Analysis

Evaluation text result

## Results



Then the researchers used POLC theory, including planning, organization, leadership, and control, to investigate the problems and obstacles in the promotion of 7-9-year-old children's basketball in Xi'an. They interviewed 9 experts in related fields in the Shaanxi Provincial Sports Bureau and found some problems in the promotion of 7-9-year-old children's basketball. As follows

Although the small basketball movement in Xi'an is gradually developing, it is still in the primary stage as a whole. At present, although some basketball training institutions and community activities have begun to promote small basketball, the overall participation and coverage are still limited, and many schools and communities have not yet formed a systematic small basketball training system. Small basketball is of great significance in cultivating children's interest and basic skills in basketball, which not only helps children establish good sports habits and team spirit from childhood but also provides a valuable foundation for the reserve of future basketball talents in Xi'an. Especially in campus sports, small basketball is expected to enrich the diversity and interest of campus sports activities because of its characteristics suitable for young children, and further promote the all-around development of students.

However, small basketball in Xi'an still faces a series of challenges in the development process. First of all, the lack of resources is the main obstacle facing the popularization of small basketball. Training resources, equipment, and the number of professional coaches are far from enough, limiting the promotion and popularity of small basketball. Secondly, some parents and schools do not know enough about the importance of small basketball, resulting in insufficient support for this form of sport, which affects children's participation. In addition, the publicity and promotion channels of small basketball are relatively limited, failing to make full use of diversified communication channels, which limits its visibility and coverage. In practice, although the government has relevant support policies, there may be insufficient implementation in the specific implementation process, which also affects the speed of small basketball.





## Discussion

### Planning

In the plan, the researchers found that the teaching content was updated, rich and diverse teaching content was set up, and the teaching content of the small basketball class was formulated according to the physical and mental development characteristics of children, to highlight the interesting, cooperative, and fitness characteristics of small basketball. Xu (2015) combined the overall teaching ideas of primary schools, the characteristics of physical education teaching in primary schools, and the law of physical and mental development of primary school students, carried out the school-based development of small basketball, and constructed the teaching objectives and teaching contents of small basketball as a whole. The same research goal and the diversity of the curriculum play a certain role in the promotion of small basketball for 7-9-year-old children in Xi'an. The cooperation between schools and communities, we plan cooperation programs with schools and communities to expand influence and resources, which is similar to the deep cooperation with the education sector, the cooperation between social capital, the cooperation of civil movement groups, and the cooperation between community families in Li (2019), to form an integrated cooperative relationship between the government, schools, and social groups. Both sides emphasized the importance of cooperation. In-training courses: Organize special training courses and lectures to improve the professional level of coaches and referees. This and Wu (2021) will establish a training system for coaches and referees. The education department, the sports department, and the municipal basketball association should work out the admission standards for coaches and referees in small basketball. At the same time, relevant assessment strategies should be formulated to encourage teachers and coaches to actively participate in the training of provincial and municipal basketball associations and improve the ability of teachers and coaches. The training of coaches and referees has not only improved the ability of coaches and referees but also played a certain role in promoting basketball training for children.

### Organizing

In the aspect of organization, the selection and control of teachers: formulate strict teacher selection standards to ensure the quality of teaching. This, together with Liu (2018), ensures a high level of teaching quality by setting strict screening criteria. This practice increases student satisfaction, enhances the reputation of the institution, and effectively contributes to teaching effectiveness, thereby enhancing the overall educational experience and outcomes. This has significant benefits for the promotion of small basketball for 7-9-year-old children in Xi'an. High-level teachers can provide excellent teaching effects and professional guidance to enhance students' basketball skills and interests, which not only enhances the actual effect of publicity, but also helps to establish a good reputation, further attract more families and students to participate, and promote the popularization and development of children's basketball in Xi'an. In expanding resources, increasing investment in small basketball training, training more professional coaches and referees, and providing necessary equipment and resources. This and Li (2018) have relatively complete sports infrastructure and policy support, which provide a solid foundation for the promotion of small basketball. In addition, there is a wide range of interest and demand for basketball in the market, while some communities and schools have accumulated certain experience in promoting small basketball, which together promotes the development of small basketball. In the management of training institutions, ensure that the management system is scientific and systematic, improve operational efficiency and teaching quality, and innovate management methods. This and Wang (2011) can significantly improve operational efficiency and teaching quality



by ensuring that the management system is scientific and systematic while promoting innovation in management methods. This management model optimizes internal processes, improves work efficiency, and improves teaching effectiveness by standardizing teaching content and methods. In addition, the innovative management approach makes the training institution more competitive and optimizes the allocation of resources, thus enhancing the flexibility and adaptability of the overall operation. Correspondingly, by ensuring that the management system is scientific and systematic, it can significantly improve operational efficiency and teaching quality, while promoting innovation in management methods. This practice has many benefits for the promotion of children's basketball in Xi'an, including improving the organizational efficiency and effectiveness of promotion activities, enhancing the trust of parents and students in basketball training, and enhancing the overall credibility of the institution, to effectively promote the popularization and development of children's basketball.

### Leading

In terms of leadership, enhance publicity: Strengthen the promotion of small basketball, using social media, community activities, and school partnerships to raise awareness. Liu (2022) vigorously promotes basketball culture, the community can put up posters, community radio, and other forms of publicity, schools can hold sports lectures, school forums, public accounts, and websites to promote basketball culture to students and parents, publicity of basketball culture is also a kind of physical education for people. Focus on strengthening the publicity of small basketball in schools and communities. Correspondingly, Xi'an is a new first-tier city in China, and there are many ways to publicize it. It is necessary to strengthen and innovate the publicity methods. In terms of infrastructure, Xi'an's sports facilities and community centers are used to provide basic support for the promotion of small basketball. To enhance parental communication, the leadership team should optimize the communication mechanism with parents to enhance parental participation and satisfaction. Together with Wang (2022), we organize regular parent-teacher meetings to report students' learning progress to parents, introduce teaching content and objectives, and answer parents' questions. In addition, WeChat groups, emails, or special parent communication platforms are used to provide timely information updates and interaction opportunities, to facilitate parents to know their children's learning at any time, set up feedback channels, such as questionnaires or suggestion boxes, and encourage parents to put forward suggestions and opinions to adjust teaching strategies and content promptly. Through these, we can effectively enhance communication with parents, establish a good cooperative relationship, and provide more comprehensive support for the promotion of 7-9-year-old children's basketball in Xi'an.

### Controlling

In terms of control, government support, policy support, and financial support provide the guarantee, and more policy support should be sought, and resources should be used rationally. Chen (2021) Club can also jointly work with the government to attract funds from all walks of life for small basketball projects through other means, and establish a special fund for small basketball projects. Through the government's proposal, schools and clubs to make the "small basketball" project better carried out in Baoji. It can be seen that the success of small basketball projects is largely determined by the degree of support from the government. Actively implement relevant policies, formulate documents consistent with the development status of small basketball projects to promote the development of small basketball projects, and further promote the implementation of relevant policies of "small basketball" projects. In evaluating the effect of innovative activities, control and evaluate the implementation of



innovative activities to ensure the effectiveness and attractiveness of the activities. Zhang (2018). Evaluating innovative activities. Such an approach optimizes resource input so that money and time can be spent on the most effective activities. At the same time, continuous evaluation improves the quality of the event, strengthens the interest of the participants, helps the institution achieve its stated goals, and drives the overall development and brand building. By controlling and evaluating the implementation effect of the activity, the effectiveness and attractiveness of the activity can be ensured, which has significant benefits for the promotion of 7-9-year-old children's basketball in Xi'an. First, assessments can help identify the most popular forms of activity, so that more engaging activities can be designed to attract more children and parents to participate. Second, continuous performance evaluation helps to optimize the investment of resources to ensure that each campaign delivers maximum publicity benefits. In addition, through continuous improvement of the quality and content of the activity, the overall attraction and participation of the activity can be enhanced, and the popularization and development of children's basketball in Xi'an can be further promoted.

## Recommendation

### Application of the study results

It can significantly improve the overall effect of the promotion. First, through in-depth analysis of children's interests and needs, these findings can help to develop more precise promotion strategies to ensure that promotion activities are effective in attracting target groups and increasing participation. Secondly, the research results provide a scientific basis for activity design, which can design more attractive and interesting activities according to children's specific needs and interests, to enhance the attraction and participation of activities. In addition, these results can also guide the rational allocation of resources, ensure that funds and equipment can be invested in the most needed areas, and improve the overall efficiency of promotion.

### Future research

Improving the teaching content and methods according to the research results is conducive to improving the quality of education, making the training content more in line with the learning needs and ability level of children, to improving the training effect. The study can also reveal parents' concerns and enhance parents' support and participation in small basketball through effective communication and publicity strategies. In general, the application of the research results can not only improve the effect and efficiency of the promotion activities, but also promote the widespread popularization and long-term development of children's basketball, and finally realize the comprehensive promotion of basketball in Xi'an.

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