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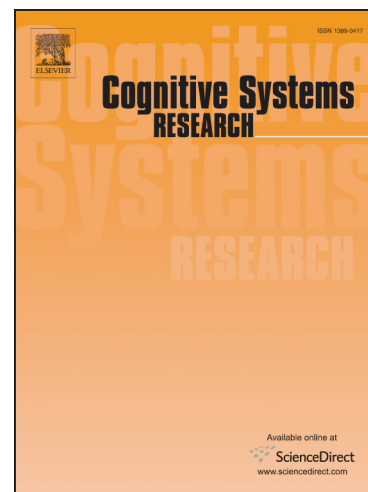
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Sports Activity Detection, Organization and Evaluation in Online to Offline Sports Community

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Abstract: *Although new technologies such as IoT and mobile Internet inspired progress on sports community, online communications among exercisers are still deficient and relationships between exercisers and sports activities are absent. An Online to Offline (O2O) sports community was proposed to solve these problems. In such a novel sports community, various sports activities are the basis of online communications and offline experiences, and their detection, organization and evaluation are key issues. Firstly, the basic composition and construction process of sports activity ecology are described. Next, contents and organization principles of various sports activities along with the activity organization procedures consisting of activity primary election, final election, running and evaluation stages are described. Then, mediums, procedures and data crawling methods of activity intention detection are discussed. Finally, an effect evaluation framework for sports activities, which includes material analysis, expert evaluation and effect investigation, is designed. The idea and procedures of sentiment analysis based material analysis along with sentiment dictionary constitution and sentiment words handling are presented in details.*

Keywords: *Sports community; Sports activity ecology; Activity intention detection; Sentiment analysis; O2O*

1. Introduction

With the improvement of people's live standard and the announcement of health enhancement plans in recent China, the concept of "National Fitness" is widely accepted. Not only academia, industry and capital have devoted their passion and resources but also people's enthusiasm for sports participation have been ignited. On the other hand, with the development of "Internet plus" technologies including cloud computing [1], Internet of Things [2], big data [3], mobile Internet [4] and artificial intelligence [5], more and more traditional industries have introduced these advance technologies, leading to enhanced effectiveness of production, management, service and user experience.

Community sports are the foundation of national fitness and were well studied [6-8]. In the past two years, the area of "Internet plus" community sports has achieved some progress. For example, the sports public service platform of Hubei Province, named "go to sports", supported online search and reservation of sports venues to facilitate people's participation in sports activities [9]. However, due to limited research and practice time, "Internet plus" community sports still have some deficiencies: (1) offline activity is still the primary communication medium of exercisers and the diversity of activity forms is limited; (2) the public sports service platforms do not provide customized services and management tools for sports community so that they cannot meet the requirements of online activity planning, organization and management, and online/offline deep social intercourse; (3) communications among exercisers only occur during the process of offline activities, and online and offline communications before and after the activities are absent; and (4) the "grassroots" sports events often have high entry barriers.

To this end, an O2O (Online To Offline) sports community, in which the online communications and offline activity experiences are integrated tightly to help exercisers participate in the whole procedures (planning,

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