

# Promotion Of Basketball Three-On-Three In Pingdingshan University

Sheng Chengjian and Lee Keok Cheong

**Abstract** –With the rapid development of economy, people's awareness of taking part in physical exercise is further improved, and the number of people participating in basketball is also increasing. Three-on-three basketball is quickly loved and recognized by the public due to its advantages of short cycle, low venue requirements and flexible form, especially in college sports, three-on-three basketball has become a sport with high student participation. In 2021, at the 32nd Olympic Games in Tokyo, Japan, three-on-three basketball officially became an Olympic sport, and the three-on-three basketball competition in colleges and universities also increased. At present, universities in many cities hold three-on-three basketball competitions every year, and its influence is also growing. This study investigated and analyzed the promotion of three-on-three basketball in Pingdingshan University, and put forward suggestions for enriching the teaching form of campus basketball in Pingdingshan University and further promoting the healthy development of college basketball. At the same time, explore the promotion path, enrich the campus sports culture atmosphere, and promote the development of Pingdingshan University basketball three-on-three sports. While promoting campus three on three basketball arouses student's study enthusiasm, improve students' understanding of three-on-three basketball, promote students to form lifelong physical exercise awareness, and promote the college students are more active into the project, the accumulation of three-on-three basketball game, contribute to three on three basketball tournament in henan province in the future.

**Keywords** –Three-on-three basketball, Pingdingshan University, Colleges and Universities, promotion.

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## I. INTRODUCTION

### **Research Background**

In recent years, in order to improve the health and physical fitness of school students and comprehensively enhance students' physical literacy, the Ministry of Education and the General Administration of Sport and other departments have formulated many guiding opinions and policies. In 2016, issued by The General Office of the State Council "about strengthening school sports promote health of body and mind the opinions of the all-round development of students" (hereinafter referred to as "opinions" below), the "opinions" pointed out that "a period in the future, the school sports work to adhere to the basic principles of group activities in harmony with the sports competition, facing all students, extensive popularity of sports, Carry out after-school training and sports competitions in an orderly manner, actively cultivate sports reserve talents, vigorously build campus sports culture, and comprehensively improve students' sports literacy ". At present, basketball has been basically popularized in college physical education. Basketball has become a project to show the youth activities of contemporary college students, especially with the development of the network and the holding of various forms of basketball games, three-on-three basketball gradually entered the contemporary campus.

The development of basketball has a hundred years of history, and three-on-three basketball from the Development of the United States gradually evolved a new sport. In June 2017, three-on-three basketball was officially included in the 32nd Olympic Games in Tokyo, Japan, which became the best window for the promotion of three-on-three basketball. In particular, China has made great progress in the three-on-three basketball program in recent years, which is undoubtedly a great encouragement for the vast number of basketball fans in China. Since 2018, the CBA has set up a special three-on-three committee with Yao Ming as the main player. The minister of the three-on-three basketball department of the Chinese Basketball Association has also said that the development of three-on-three basketball will be different from the previous development model, and this time it will adopt innovative ideas and models to do a good job in the three-on-three basketball business. At the same time, China is now vigorously developing the cause of national fitness, promote the construction of sports power, which also provides a good window for the promotion of three-on-three basketball.

### **Purpose and value of the study**

Henan province attaches great importance to strengthening school physical education and promoting students' physical and mental development. At present, related to the basketball movement on campus have been

held frequently, this makes basketball effective means of education, various forms of often hold the basketball game, the game of basketball fun to win the majority of teachers and students, three-on-three entertaining basketball itself, athletics, low standard, and the basketball in terms of rules, personnel requirements, or other aspects, Meet the physical education teaching in colleges and universities development needs and physical needs of students at colleges and universities, based on this situation, for colleges and universities, three-on-three basketball in colleges and universities is facing new development opportunities, through three on three of the promotion in the basketball teaching, promote the development of the campus basketball three against three sports arouse the enthusiasm of students, and increase college students' understanding of the three-on-three basketball project, Because of forming lifelong physical exercise consciousness with students.

Through carrying out three-on-three basketball research on colleges and universities in the province, it is found that: 1. Participate in three-on-three basketball project can improve the staff's physical and mental health, through long-term participation system of three people basketball, the range and degree of its limbs had been opened, their own endurance continuously extend, student body coordination and sensitivity is improved effectively, and enhance the level of student body in it, improve physical quality; On the other hand, by participating in the three-on-three basketball teaching, students can release their body and mind through the entertainment link in the basketball course, so that they can relax and temporarily forget their troubles, and gradually develop a healthy way to relieve pressure and promote them to develop a healthy psychological state. 2. it is through participating in basketball after three-on-three projects in the process of learning, discussion, group game and so on increases the chances of communication between students, teachers, and improve the students' language ability of organization, promote the communication between the students, in the process of competition, more consultation, communication with teammates confirmed tactical form and the concrete way, raise the probability of the win. (Zhang Jiyong 2020) At the same time, in the competition, students can not only improve their psychological endurance, but also cultivate their courage to struggle and perseverance. At the same time, the promotion of three-on-three basketball also enriches the campus culture and enhances the campus vitality.

In terms of the value of college basketball teaching form, three-on-three basketball activity is relatively convenient to carry out, and there is no cumbersome traditional five-player basketball, not only an effective channel to improve students' sports entertainment level, but also can adjust its sports form in modern colleges and universities. On the one hand, colleges and universities can add three-on-three basketball into the teaching process of professional courses, requiring physical education teachers to fully master three-on-three basketball skills, while learning star skills, improve teachers' acceptance and teaching ability, so as to enrich the forms of teaching activities; , on the other hand, because of three-on-three basketball organization is stronger, can make college students in their spare time, basketball exercise with this kind of form, and both are able to carry out physical

exercise in the case of less activity, but also help to enrich students' extracurricular activity form, to a certain extent, reduce the students waste time on mobile phones or other aspects, Improve their physical exercise level and meet their interpersonal relationship development needs, improve students' psychological, physical, innovative ability, and cultivate students' comprehensive quality.

## II. PROBLEM STATEMENT

Basketball is an important course in college physical education teaching, and it is also one of the most popular items for many young people, but basketball is often neglected in college. This is due to professor at many colleges and universities basketball class is still in the basic skills of basketball, and most of the students in our country, especially male students begin to contact the basketball from a very early age, to have been very familiar with the basic skills of basketball, so most of the students think basketball lesson is very boring, so do not want to choose the basketball class. (Han Peng 2018) In a university in Harbin, have heard a lot about basketball students often don't like such obvious course, did not provide more in-depth skill teaching, and make them feel dull so basketball class, set up the interest degree is high, the more can show students' ability of basketball teaching mode be the key. (Luan Jingyang 2020)

For the regular normal basketball, the rules and the venue are high, and the individual skills and tactics of students are required to be comprehensive. Moreover, the competition personnel are too complicated and difficult to master, so it is difficult for ordinary fans to participate in it. (Lei Yongmei 2010) in the everyday, the whole staff want to cobble together is difficult, at the same time as lovers because of different levels, participation in like with less number of entertainment, fitness for the purpose of basketball movement, especially in colleges and universities, students attach more importance to interest is high, will match and leisure together, can not only promote learning by competition to reduce the pressure of learning, Meaningful after school time, but also improve students' interest in physical exercise basketball projects. (Yin Yaliang 2022)

## III. LITERATURE REVIEW

The author through the Chinese (CNKI), VIP journals resource integration service platform, pingdingshan institute library, YouKu video, with "street basketball", "three basketball", " three-on-three basketball", "basketball competition promotion", "3 on3", as the key words, search and collect the t three-on-three basketball and promote research related literature at home and abroad. On the premise of exploring the overall development status of three-on-three basketball, and combining with the characteristics of Pingdingshan University, the actual campus promotion is proposed.

### *Research on the origin of three-on-three basketball*

Li Jianglong pointed out in his research of "Analysis of Popular Factors of Three-a-side Basketball in China at

present" that three-on-three basketball game is a three-on-three confrontation game played in half court, also called "bullfight" game, which is a new sport developed on the basis of five-a-side basketball. Three-man basketball originated from a street basketball game in New York state in the 1960s, so it is also commonly known as "street basketball".

Ji Bo, a scholar, pointed out in his research of "Characteristics and Value Analysis of Street Basketball Activities" that street basketball originated in the United States. In the 1950s, African Americans just built a simple basketball stand in their backyard or on the vacant lot in slums and used basketball as a pastime when doing nothing. In 1965, Holcambie Locke, the founder of street basketball, moved the league to a transformed park and open air plaza to avoid the children in the slums going on bad roads, thus forming a unique street basketball culture.

Scholars Chai Jianshe and Sun Zimin in "On the Development and Development Direction of Street Basketball Culture in China" believe that street basketball, also known as street ball, is an important part of American basketball culture, which originated in the African-American ghetto in the 1950s. Scholar Zhao Shifei has a similar view, but also sees street basketball as a pastime played by children in their backyard or on the community's simple basketball court. Some scholars point out in their research that three-on-three basketball originated from street basketball and think that street basketball is the prototype of three-on-three basketball.

Chen Haoyong Wu Li and yonghe, scholars in the early in the development and current situation of our country's system of three people basketball match analysis of the basketball through research points out that the three people in the era of rapid development is in the last century ninety s, when the system of three people basketball began in many countries in the world and popular, but one of the fastest growing or in Western Europe and the United States. Although three-man basketball is favored by people, its development is affected by the lack of unified competition rules. At that time, the three-man basketball competition rules are the continuation of the American three-man basketball rules, even if there are modifications, the strength is relatively small.

Scholars in the mountain forest in the colleges and universities in henan province "three people" basketball game to carry out the research on present situation and development countermeasure of three on three basketball game development research conclusion: in harlem street basketball team is the first global travellers spread system of "three people" the game of basketball team, to promote the "three people" the popularity of basketball around the world, also enhanced the look of a street basketball. The Harlem Globetrotters and harlem Elves basketball teams, based in Chicago, have helped promote street basketball worldwide by adapting the art form to suit athletes around the world. Since 1948, the Harlem Globetrotters team has been touring the world. In more than 70 years, the team has carried out more than 20,000 performances in 118 countries, and the audience has reached more than 1.3 billion people. Thus, the "three-man system" basketball game, which can represent

the street basketball, has been well known and tried by many people during this period.

Since 2011, FIBA has focused on three-man basketball. Since that year, FIBA has held separate "three-a-side" basketball competitions such as the World Cup, intercontinental Cup and city Games. In 2012, FIBA formulated the official "three-a-side" basketball competition rules, which indicated that "three-a-side" basketball has officially become one of the recognized basketball sports. FIBA not only established the official rules of the game, but also created an official website containing the rankings, resumes and data of all the teams participating in FIBA three-man basketball, and promoted the three-man game to some extent. In 2017, three-a-side basketball became an Olympic sport and will be featured at the 2020 Tokyo Games, marking an unprecedented new level of development for the game.

To sum up, whether it be a three on three basketball or street basketball, the origin of the project are traced back to four, the fifties of the 20th century American black ghetto, due to the development of the movement, half of three people basketball sports gradually by the diversion of street basketball became a regular on the basketball court, has gradually formed the embryonic form of the three on three basketball contest, However, there is still no strict comparison or distinction between street basketball and three-on-three basketball, leading to confusion of the concepts of the two.

#### ***Research on the characteristics and value of three-on-three basketball***

Hou Lei points out in "On the Characteristics and Value of Three-man Basketball Match in Colleges and Universities" that in three-man basketball, the number of basketball players on the court is small, so for the players who play in half court, the per capita floor area increases, and the time for basketball players to control the ball in a certain period of time also increases. With the increase of the space, the difficulty of defence increases. In terms of basketball technical movements, three-man basketball is the same as the traditional five-man basketball. In terms of five-man basketball, it changes the technical standards of three-man basketball, changes the technical requirements, tactical requirements and so on. Three-man basketball is relatively simple.

Jiao Chengsheng, a scholar, discussed the value of three-on-three basketball in college sports in his research on the Value of Three-on-three Basketball in Colleges and universities. First, because three-on-three basketball is interesting and easy to organize, it can improve the efficiency of basketball teaching of college physical education teachers. Second, three-on-three basketball can improve students' comprehensive quality, including physical quality, mental health development, organization and communication skills, etc. Thirdly, three-on-three basketball is beneficial to the expansion of college basketball and attracts students to participate in it in a more playful form. Fourthly, three-on-three basketball is beneficial to the construction of campus culture in colleges and universities. Fifthly, three-on-three basketball is

beneficial to strengthen the cooperative relationship between universities and society, and promote the close cooperation between universities, enterprises and society.

Zhang Pan, a scholar, believes in his research on the Value of "Three-man System" Basketball in Campus Sports Culture. three on three basketball sport is quality education and sports intersection of the two big culture system in promoting the construction of campus sports culture and development, cultivate the students' sports ability, enrich the school sports culture, etc., will contribute its value cannot be underestimated. For students, three-on-three basketball can improve students' physiological function and physical quality, it can also cultivate students' sense of competition and interpersonal skills. For campus sports, three-on-three basketball can not only promote the development of school basketball, but also promote the development of school sports culture, and build a harmonious campus.

In the analysis and Research on the Development of "Three-on-three Basketball Match" in Colleges and Universities, Zhu Jing et al. believe that the majority of students like three-on-three basketball very much. There are many reasons why students like three-man basketball. The main reason is that the techniques and tactics of three-man basketball are relatively simple, and the game organization is relatively simple. The rules are simplified and easy to understand, and the requirements of the field are not high. In the study, the author points out that universities and related education departments should pay more attention to three-player basketball.

Wu Xiaohu, a scholar, analysed the situation of three-player basketball competition in middle schools in Wenzhou from 2006 to 2012 in his master's degree thesis research on the Development Status and Countermeasures of Three-player Basketball Competition in middle schools in Wenzhou. According to he's survey of the participants, most of the students think that participating in the competition is to gain distinction and express themselves, but they do not understand the spiritual meaning of the competition. He believes that students should be further guided to develop the correct motivation to participate in sports teaching. Due to the high pressure of entering college in China, students' parents do not support students' excessive participation in extracurricular activities, which to some extent affects middle school students' participation in three-on-three basketball games. He believes that three-on-three basketball and its culture should be promoted in various ways to give students a deeper understanding of three-on-three basketball and parents a sense of the benefits of playing sports.

Zhou Bing made an in-depth discussion on the characteristics of three-man basketball competition in his research on the Characteristics of three-man basketball Competition. In the process of research, the characteristics of three-man basketball competition, the technical and tactical characteristics of three-man basketball and the load characteristics of three-man basketball were carried out. FIBA introduced three-man basketball to the world after the 2012 London Olympics. The author thinks that, like five-a-side basketball, three-a-side basketball includes offensive and defensive techniques, but compared with five-a-side basketball, three-a-side basketball has a simple form, so its intensity is low.

In conclusion it can be seen that three people compared to make the system of basketball has its own unique advantages, the level of love and more participation, both teaching and competition, different level, three on three basketball has the basic characteristic of the interesting and entertaining, have promote participants at the same time, especially for the university students' physical health and interpersonal value, Moreover, it can promote the construction of college basketball teaching form, campus culture and ethos.

#### ***Research on the promotion of three-on-three basketball events and teaching***

In the article "Characteristics, Value and Promotion of Three-player Basketball in Colleges and Universities", scholar Liu Qi believes that three-player basketball is entertaining and interesting. He believes that three-man basketball originated from street basketball, which has retained the basic characteristics of the game, but has undergone many changes in its connotation. Three-player basketball lays more emphasis on the performance of individual ability and the stimulation of scoring desire, which provides participants with space for self-expression. Street Blue basketball stars hone their unique skills in street basketball in regular five-a-side basketball. It's not common in practice, because street basketball emphasizes entertainment and fun, and creative play. Since three-a-side basketball originated from street basketball, the value orientation of three-a-side basketball is different from that of five-a-side basketball. It downplays the competitive requirements of five-a-side basketball, lays more emphasis on the essence of the game, and pays more attention to the presentation of individual creativity.

Zhao Meng investigated the development of three-player basketball in colleges and universities of Tieling city in his book "The Development Of Three-player Basketball in Colleges and Universities of Northern Liaoning Province", and believed that the three-player basketball has been widely carried out in colleges and universities of Tieling City, and the enthusiasm of college students to participate in the three-player basketball is very high. In the spare time life of college students in Tieling city, three-man basketball occupies a large proportion.

Chen Zhonghui studied the situation of three-on-three basketball in Sports colleges and universities in China in his master's degree thesis research on the Development Status and Influencing Factors of Three-on-three basketball in Sports colleges and universities in China. He investigated the situation of promoting three-on-three basketball in sports colleges, the development of competitions, the teaching of three-on-three basketball and the development of referees' work, and also analyzed the internal motivation factors and external environmental factors of developing three-on-three basketball. He believes that the overall situation of the students' cognition of three-on-three basketball is not good in China's higher physical education institutions. There are problems such as fewer times, small scale and low level of competition, and the three-on-three basketball teaching and the training of referees are insufficient, but most students

love and support the development of three-on-three basketball.

Increase in PangYu ink in the henan university basketball teaching the necessity and feasibility of three basketball teaching content, the article analyzes the increase in the henan university sports college basketball teaching the necessity of three basketball teaching content, and increased three people from henan university sports college basketball teaching content advantages and opportunities, the feasibility of the comprehensive analysis of three people basketball teaching content. And put forward the importance and necessity of promoting three-man basketball system in school.

Liu Bing in "Liaocheng three-on-three Basketball Promotion Strategy Research" from the main elements: The subjects of management, operations, event management talent, management object analysis of the situation of the three on three basketball tournament in liaocheng city, but at the same time, it points out three on three basketball liaocheng city have a certain basis for sporting events, experienced team of judges, and good tradition, but at the same time run competitions form there is a group set up fuzzy, no woman, The object of implementation is not clear, resulting in the lack of systematic allocation of resources and the overall quality of the event is not high.

To sum up, three on three basketball project in colleges and universities have good promotion foundation, but in the process of promoting the main, object factors, as well as the colleges and universities own actual situation, so let's consider the hardware facilities, organization and management team, the referee elements, such as analysis for the actual situation, to specify suitable promotion mode and strategy.

#### IV. METHOD

##### Research Object

Three-on-three basketball is promoted at Pingdingshan university.

##### Research Methods

Literature method: Based on CNKI, the data repository of ten thousand, periodicals such as database retrieval to the related literature, and to find, this paper reviews the literature summarization of the three-on-three basketball development, and the value of the three on three basketball and promotion of the literature, the classification and analysis of related literature and data, reference and utilization, provide theoretical basis for the research of this topic and the research foundation.

Expert interview method: For further understanding of Pingdingshan University three-on-three basketball present situation and problems in the game, in the education promotion, targeted to the basketball teaching teachers, the organizing committee, referees and other interview and telephone interview, interview through a comprehensive understanding of three-on-three basketball in Pingdingshan University, at the same time, seek advice from experts on relevant issues.

TABLE 1- INFORMATION LIST OF INTERVIEWEES

Name	The title position	Unit
Gao Feng	Associate professor	Sports Commission
Liang Hui	Associate	The teaching unit
Wang Guangming	Associate	The teaching unit
Pang Haolin	Basketball referee	Sports Commission
Li Wenlong	Basketball referee	Sports Commission
Guo Weishuai	Basketball referee	Sports Commission
Guo Dong	Basketball referee	Sports Commission

Questionnaire survey: Designed a questionnaire to investigate the problems related to the promotion of Pingdingshan University three-on-three basketball and collected relevant data.

Mathematical statistics: SPSS23.0, EXCEL and other software were used to transfer the data, build database files, quantify the data, and ensure the authenticity of the research data.

Field investigation method: Since I was working in Pingdingshan University, I investigated the operation and management of basketball hall, school and enterprise club, the development trend of competition industry, summarized the three-on-three promotion strategy of Pingdingshan University basketball, found out problems and put forward corresponding solutions, and completed the interview survey.

#### V. FINDINGS

##### A comparative study of three-a-side basketball and five-a-side basketball

The two modes of three-on-three and five-on-five each have their own characteristics. Please refer to Table 2 to understand the comparison of advantages and disadvantages of the two types of personnel in different basketball projects.

TABLE 2- THREE-ON-THREE BASKETBALL AND FIVE BASKETBALL COMPARISON TABLE

	Three-on-three basketball	Five-on-five basketball
advantage	Single matches are short and fast-paced	It has a mature operation and promotion model
	Team flexible, three people can team competition	Long development time, many stars, fans
	Small site, indoor and outdoor, easy to promote	Media communication and active reporting and high requirements for sponsor investment
disadvantage	The late start, the public awareness is not enough, the fans still need to cultivate the insufficient media publicity, the number and enthusiasm of the audience is not enough, need to cultivate.	Relying on foreign aid and high-level athletes, second-tier youth members of the club can not get the opportunity to exercise and stand out
	Media publicity is insufficient, the number and enthusiasm of the audience is not enough, need to cultivate.	
	The development trend of basketball and other collective ball games is to integrate individual ability and highlight team cooperation. Three-on-three basketball has few players on the court, and the change and innovation of game tactics	

and playing style are limited
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**Survey on the popularity of three-on-three basketball in Pingdingshan University**

**TABLE 3- INVESTIGATION ON THE POPULATION OF BASKETBALL THREE ON THREE IN PINGDINGSHAN UNIVERSITY STUDENTS**

	Three players	Four players	five players	others
numbers (n)	140	30	90	30
The percentage	46%	10%	30%	10%

Using the questionnaire survey method: a total of 300 questionnaires were issued, and 290 were recovered, which was 97%. According to the percentage of the highest three-on-three basketball and five-on-five basketball to do a detailed investigation, five-on-five basketball game is higher requirements, so it is not conducive to the popularization of college basketball, only to adapt to the construction of high-level college basketball team. three-on-three basketball game change this situation, it simplify the difficulty of basketball, and technique, and can be in number of the field, the same time, about 4 to 5 times more than make the basketball team, reduces the school in the field of the insufficiency of the equipment and the organization funds, more important is to increase opportunities for each student to participate in the exercise, arouse the enthusiasm of student extracurricular activities, Further promote the popularization of college basketball and enhance the student system.

**Survey of facilities and sites of Pingdingshan University**

Through investigation and field investigation, there are 31 basketball courts in the two campuses of Pingdingshan University, including four indoor court and seven professional three-on-three basketball courts. According to the questionnaire, it can basically meet the requirements of on-campus three-on-three basketball enthusiasts and sports participants to engage in three-on-three basketball projects.

**Investigation on the three-on-three basketball events of Pingdingshan University**

Pingdingshan institute hold no less than once a year three-on-three basketball tournament, deeply the general students like it, but the crowds still focused on love sports population, no depth to the school properties, it also stars and professional sports organizations and flow into, need to increase game related propaganda, ambience needs to be strengthened. At the same time, with the reform of physical education curriculum, basketball teaching mode and methods have undergone great changes, but its teaching content is still limited to the field of five-on-five basketball, resulting in most students do not know the skills and tactics of three-on-three basketball and the rules of judging. The high interest of students is in sharp contrast to the low level

of skills, tactics and judgment. Many students who love three-on-three basketball can hardly feel the fun of sports.

**VI. DISCUSSION**

Three-on-three basketball project in colleges and universities to promote process has many advantages, such as student participation is high, the location equipment is equipped with basic enough, instructors and organization staff basic content, but with the progress of the science and technology and the development of the media, to expand the influence of the three-on-three basketball game can be to promote good three-on-three basketball influence factors, How to attract more students who love sports to participate in the study has become an important topic, so it also puts forward higher requirements for the three-on-three basketball organization and publicity of the school. Not only the professional venues, equipment, personnel level and professional guidance, but also the influencing factors for better promotion of the three-on-three basketball program.

**VII. CONCLUSION (OR LIMITATION OR SUGGESTION FOR FURTHER STUDIES)**

Pingdingshan University basketball courts and equipment can basically meet the needs of college students to participate in basketball ; School organizes competitions and teacher's guidance and the development of the basic guarantee of the current three-on-three basketball, for three-on-three basketball development laid a solid foundation in the Pingdingshan University, look from the conducting effect, three-on-three basketball involvement on the boy, the next step, to increase for three for three school seriously, advance three-on-three teaching promotion, enlarge the coverage of propaganda, Attract more students to participate in it, enhance the campus sports culture atmosphere, and promote the better development of Pingdingshan University three-on-three basketball sports.

At present, Pingdingshan University guarantees the frequency of three-on-three basketball match once a year. With the increasing demand of students, the organizing committee of school Sports Committee needs to increase the frequency of three-on-three basketball match. In the current games, there is a lack of referees' ability to officiate on the spot. Therefore, referees in three-man basketball games need to strengthen relevant training, and do a good job in the construction of referee team, so as to pave the way for better officiating three-on-three basketball games in the future.

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