

A Study on the Impact of Rule Innovation in Mass Sports Events- The Case of Auntie's Basketball Tournament

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Abstract

This study explores the impact of rule innovation in mass sports events by taking Auntie's Basketball Tournament as an example. Literature method, field survey method, questionnaire method and data analysis method were used to investigate the tournament stakeholders. The results show that rule innovation is both an opportunity and a challenge for the organizers, although it enhances the attractiveness of the tournament, it increases the organization cost; for the referees, although it enhances the authority, it brings new problems in terms of judging, etc.; the participants' acceptance is high and they think that it has an impact on the technique and other aspects; the spectators' knowledge is good and they think that it enhances the game viewability and the enthusiasm of watching the game. It was concluded that the rule innovations had multiple effects on the organizational level of the Auntie Basketball Tournament, brought changes and challenges to the referees, were perceived as positive by the participants, and were effective from the spectators' point of view. It is recommended that the Auntie Basketball Tournament should optimize the details of the rules, set up a training mechanism, organize activities for the participants, and develop publicity channels; other similar tournaments should be fully researched, progress step by step, build a communication mechanism, pay attention to branding, strengthen exchanges and cooperation, and avoid blindly following the trend.

Keywords

Sports events; sports rules innovation; impact study; auntie basketball tournament.

1. Introduction

Nowadays, mass sports events have become the bright scenery of social life. Changes in people's sports needs promote the innovation of rules, which is crucial to the development of mass sports events. As a favorite event in Guizhou province besides "Village BA" and "Village Super", the Auntie Basketball Match has a unique and influential status. It is of practical significance to discuss the impact of rule innovation in the case of Auntie Basketball. Rule innovation has a multi-dimensional impact on the Auntie Basketball Tournament. It may change the competitiveness and challenge of the tournament, prompting athletes to improve their skills and tactics, and bring exciting performances to the audience; it may shape new styles and characteristics of the tournament, attracting more groups to participate, and expanding its influence and coverage; and it may also affect the organization and management mode of the tournament, and put forward new requirements and challenges to the referees and staffs. An in-depth study of the impact of rule innovation in the Auntie Basketball Tournament can clarify the important role of rules in the development of the tournament. This not only provides basis and suggestions for its future development, but also provides reference and inspiration for the optimization of rules in other tournaments, which helps to promote the development of mass sports events, meet the demand for sports culture, improve the quality and health of the whole population, and promote the harmonious progress of the society. In-depth exploration can reveal the profound significance and value of rule innovation.

2. Overview of mass sports event rules and auntie basketball rules

2.1. Mass sports events

The General Office of the State General Administration of Sports issued "the main points of mass sports work in 2024" mentioned that it is necessary to actively serve and integrate into the country's new development pattern, promote the combination of national fitness and economic and social development, as well as organizing various types of mass sports events, such as New Year's Day, National Fitness Day, etc., in order to stimulate the enthusiasm of the masses for fitness [1]. Mass sports events are sports activities for the general public, not limited to professional athletes, and their main purpose is to promote national fitness, improve people's health and quality of life. Some scholars have analyzed the "Village BA" and "Village Super" in Guizhou, explored in depth the value of mass sports events in the dimensions of concept, health, culture, and industry, and accordingly proposed a path to achieve the construction of harmonious villages, including improving the environment, enhancing the attractiveness, strengthening the leading power of industry, strengthening the leading power of industry, and strengthening the leading power of the village industry, as well as improving the quality of life. Accordingly, the path to reach the construction of Hemei Village is proposed, which covers the aspects of enhancing the attractiveness of the environment, strengthening the leading power of the industry, enhancing the appeal of the spirit, and improving the effectiveness of the service [2]. Other scholars have also studied the development effectiveness of mass sports in China in the post-Olympic era and the dilemmas it faces. The effectiveness of mass sports is reflected in the improvement of institutional protection, increasing investment, deepening institutional reform, and increasing social participation. However, there are also problems such as unbalanced regional development, differences in the level of social forces, lack of sports guidance, and the public sports service system needs to be improved. In response to these problems, corresponding solutions are proposed, including playing the radiation-driven role of competitive sports, establishing and improving the supervision and management system, and activating the human resources of sports, etc [3]. The organization and management of mass swimming events in China are studied and discussed on how to achieve their high-quality development. It analyzes the problems of low efficiency in organizing competitions, insufficient publicity, relatively single program and insufficient safety and security that exist at present. On this basis, corresponding improvement paths are proposed, enriching the organization and management paths of mass swimming events in China [4]. In summary, the current research on mass sports events involves various aspects such as working points, value, development effectiveness and dilemmas, which provides a rich reference for the development of mass sports. However, against the background of the prosperous development of mass sports events, the research on event rules is still relatively insufficient. Therefore, it is crucial to turn the focus of attention to the research on the impact of the innovation of mass sports event rules.

2.2. Sports Event Rules

Tournament rules refer to a set of formal instructions and standards that are specifically used to guide and manage a particular sports competition or sports activity. Take the 24-second offense time in the rules of basketball as an example, which fully illustrates that the formulation of event rules needs to ensure that the fairness of the game is harmonized with the fun, so as to better enhance the ornamental nature of the game and attract the attention and participation of more spectators [5]. The innovation of rules refers to the improvement of the existing rules of sports events or the introduction of new rules to improve the fairness, spectacle, participation or adapt to new social and technological developments. The innovation of rules is an important part of sports development, which can not only improve the quality of the game, but also promote the dissemination of sports culture and the prosperity of

the sports industry . However, rule innovation also needs to be carried out carefully to ensure that it does not destroy the essence and spirit of sports. Explore the rules of tennis competition, based on its own development and people's actual needs to make corresponding adjustments, so that sports events are fully integrated into the public, play the fun of sports, improve public participation [6]. Sports can not be separated from the public, reasonable changes in the rules to attract more people to participate, in order to strengthen the development of sports programs, in order to provide backup talent for sports.

2.3. The origin and rules of the Auntie Basketball Game

"Auntie Basketball originated in the 1950s and 1960s in Leishan, with simple rules in the early days, where players could hold the ball and run without walking violations. In the developmental period, unique rules were formed, still no walking violations, unintentional fouls were not blown in principle, and free throws were used to determine the winner of a tie game. By 2024, when Guizhou Province hosted the first Auntie Basketball Invitational Tournament, the tournament had reached maturity and was becoming increasingly standardized. The tournament was divided into two phases, with group round robin and cross-elimination tournaments, and the age of the participants was limited to females between 18 and 55 years old. Today, the current rules of the Auntie Basketball Tournament stipulate that all players are female, the game format allows for running with the ball and no walking violations, and the scoring format consists of shooting (two points for two-pointers and three points for three-pointers) and free throws (one point for each made shot). In terms of fouls, as long as the fouls are not intentional, no penalties will be blown, and in terms of the winner, if the game is tied in regular time, the winner will be determined by free throws [7]. The Auntie Basketball Tournament focuses on joy and beauty, and its rules allow the game to be free and spontaneous, focusing on the interaction between players and spectators, and full of national cultural atmosphere. However, it should be noted that the rules may vary from region to region and tournament to tournament, and the actual game is subject to the official regulations. To summarize, mass sports events are important in the development of national sports, and the related studies are diverse, but the study of the specific impact of the innovation of rules in mass sports events has yet to be in-depth. In this context, it is of great practical significance and theoretical value to study the impact of rule innovation in mass sports events by taking the Auntie's Basketball Match as an example. Through in-depth analysis of this specific case, we can have a clearer understanding of how rule innovation works in mass sports events, and provide a powerful reference and reference for promoting the prosperity of mass sports.

3. Analysis of the impact of the rule innovation of auntie's basketball game

3.1. Impact of Auntie's Basketball Match Rule Innovation on Organizers' Experience

Table 1 Auntie Basketball Tournament Organizer Survey Statistical Table

Organizational purpose (multiple choice)	Promote the development of mass sports 100% and inherit national culture 76.19%
Impact of rule innovation on the tournament (multiple choice)	Attractiveness of the tournament 85.71%, spectator participation 85.71%, number of participating teams 80.95%
Whether the rule innovation has increased the organization cost of the tournament	Increased a lot 33.33%, Increased some 52.38
Changes in sponsors' attitude towards the tournament	More positive 42.86% and More positive 47.62

Contribution to local community and culture building	Very much 42.86% and quite a bit 52.38
In the future development plan of the Auntie's Basketball Tournament, the status of rules innovation is	Core strategy 38.1%, important strategy 61.9%

As can be seen from the statistics of the survey on the organizers of the Auntie Basketball Tournament in Table 1: the purpose of the organization is to promote the development of mass sports accounting for 100%, and the inheritance of national culture accounting for 76.19%. Rule innovation has an impact on many aspects of the tournament, the attractiveness of the tournament accounted for 85.71%, audience participation accounted for 85.71%, the number of teams accounted for 80.95%, the difficulty of organizing the tournament accounted for 57.14%, and the media attention accounted for 52.38%. Regarding the organization cost, 33.33% thought it increased a lot and 52.38% thought it increased some. In terms of changes in sponsors' attitudes, more positive accounted for 42.86% and more positive accounted for 47.62%. Contribution to local community and culture building was very much 42.86% and more much 52.38%. The future development plan, rule innovation as a core strategy accounted for 38.1%, and important strategy accounted for 61.9%. The analysis shows that the rule innovation of the Auntie Basketball Tournament brings opportunities and challenges to the organizers, enabling them to prepare the tournament with new perspectives and thinking, break through the traditional rule constraints, design the tournament based on the local cultural characteristics, such as designing unique opening ceremonies, interactive links, etc., to enrich the tournament's forms and connotations, enhance the attractiveness and influence, attract more spectators, enhance the cultural construction and cohesion, spread the local culture, and promote the sense of identity and sense of belonging. This is a challenging and meaningful attempt for the organizers, who need to exercise creativity, gain a deep understanding of cultural traditions, find combinations and innovations, accumulate experience, improve their qualifications and abilities, and lay the foundation for organizing a more distinctive and influential tournament.

3.2. Impact of Auntie's Basketball Tournament rule innovation on referees' experience

Table 2 Auntie Basketball Tournament Referee Survey Statistical Table

Your understanding of the current innovative rules of the Auntie Basketball Tournament	Completely understand 63.64%, Basically understand 22.73
To what extent do you think the innovative rules have affected your officiating in the following areas (multiple choice)	Calling difficulty 68.18%, Calling accuracy 86.36% and Game flow control 81.82
Do you think that after the innovation of the rules, the reaction and attitude of the athletes towards the referee's decisions have changed?	More understanding and cooperation 63.64
Do you think the rule innovation has affected your authority on the field?	Increased 59.09
Do you have any confusion or contradiction about the implementation of the innovative rules during the refereeing process?	36.36
Your overall rating of the rule innovations in Auntie Basketball is	Very successful 50%, More successful 50%

As can be seen from the results of the survey and research on the referees of the Auntie Basketball Tournament in Table 2: In terms of the level of understanding of the innovative rules, 63.64% of the referees fully understood them, and 22.73% of the referees basically understood

them. The innovative rules had many effects on the refereeing work, 68.18% of the referees thought that the difficulty of the judgment was affected, the accuracy of the judgment was affected by 86.36%, and the effect on the smoothness of the game control was 81.82%. In terms of athletes' reaction to referee's decisions and changes in attitude, 63.64% of referees thought that athletes were more understanding and cooperative. The percentage of rule innovation on the increase of referee authority was 59.09%, but 36.36% of referees were confused or conflicted in the implementation of the innovative rules. The overall evaluation of the rule innovations of the Auntie Basketball Tournament was 50 percent each of very successful and relatively successful. The analysis pointed out that the loose rules of the Auntie Basketball Tournament brought new challenges to the referees. Referees cannot rely on the traditional rules to impose penalties mechanically, but have to respond to changes on the court with flexible and dynamic thinking, understand the intent of the rule innovations, safeguard fairness, consider various possibilities, judge athletes' behaviors sensitively, not only have solid professional knowledge, rich experience and good intuition, but also have to find a balance in complex situations, pay attention to the fluidity of the game, not to over-penalty, and at the same time, safeguard the game's safety, watch out for dangerous actions, and At the same time, they have to ensure the safety of the game, pay attention to dangerous actions, and adapt to the changes in rules, continue to learn new contents and standards, communicate with others, and improve the level of refereeing in order to provide a guarantee for the smooth running of the game.

3.3. Impact of Auntie Basketball's rule innovation on participants' experience

Table 3 Auntie Basketball Tournament Participant Survey Statistics

Your acceptance of the current rule innovation part of the Auntie Basketball Tournament	Very acceptable 54.05%, 24.32 Comparatively acceptable
To what extent do you think the rule innovations have affected the following aspects of your game (multiple choice)	Technical 59.46, Tactical 81.08, Mental 48.65, Physical 51.35, Team 48.65
Do you feel that rules innovations have increased your enjoyment of the game?	Increased a lot 62.16, Increased some 27.03, Decreased some 8.11%, Changed little 2.7%
Do you think the impact of the rule innovations on your personal basketball skill improvement is	A lot of positive impact 56.76%, Some positive impact 27.03
Has your willingness to exchange games with other teams changed after the rule innovation?	Significantly enhanced 54.05, Somewhat enhanced 29.73%

As can be seen from the results of the research study on the athletes participating in the Auntie Basketball Tournament in Table 3: In terms of acceptance of the rule innovation component, 54.05% were very accepting and 24.32% were more accepting. Rule innovations have an impact on several aspects of the game, including 59.46% on technique, 81.08% on tactics, 48.65% on mentality, 51.35% on physical fitness, and 48.65% on team. In terms of the effect of rule innovation on the enjoyment of the game, 62.16% think that it has increased a lot, 27.03% think that it has increased some, 8.11% think that it has decreased some, and 2.7% think that it has not changed much. In terms of the effect of rule innovation on the improvement of individual basketball skills, 56.76% believed that there was a lot of positive effect and 27.03% believed that there was some positive effect. The willingness of the athletes to exchange games with other teams changed after the rule innovation, which was significantly enhanced by 54.05% and somewhat enhanced by 29.73%. The analysis showed that the rule innovations of the Auntie Basketball Tournament brought many changes to the athletes. Canceling the rules of walking violation and allowing to hold the ball and run provide athletes with more free space

to play and increase the fun and spectacle of the game. The elimination of the walking violation allows athletes to move and control the ball more freely, allowing them to experiment with unique moves and add variety to the game. Allowing ball running makes athletes more mobile in offense and defense, prompts the development of new tactics, enhances the fun and spectacle of the game, and allows athletes to enjoy the game, show themselves, release their potential, and enhance their love and participation in basketball, which contributes to all-round development and enhances the willingness to exchange games.

3.4. Impact of Auntie Basketball Match Rules Innovation on Audience Experience

Table 4 Auntie Basketball Match Audience Survey Statistics

Your knowledge of the rule innovations of the Auntie's Basketball Match (e.g. you can run with the ball, no walking violation, no blowing penalty for unintentional fouls, etc.)	Very clear 38.1%, Quite clear 28.57%, Average 28.57
Do you think the impact of rule innovations on the spectacle of the game is to	Greatly improve spectatorship 38.1%, Greatly improve spectatorship 42.86%, Somewhat improve spectatorship 14.29
To what extent do you think the rule innovation affects your enthusiasm in watching the game?	Greatly improved enthusiasm 42.86, Greatly improved enthusiasm 52.38
How do you feel about the changes in the style of play of the athletes in the Auntie's Basketball Match due to the rule innovation?	Very much like 47.62, More like 52.38
After the rule innovation, your willingness to recommend watching the Auntie's Basketball Tournament to others has changed as follows	Significantly increased 38.1%, somewhat increased 52.38%, basically unchanged 9.52
Do you think that the innovation of the rules of the Auntie's Basketball Tournament has a positive effect on the image of the local sports culture?	Very positive 42.86%, More positive 57.14

As can be seen in Table 4 of the survey study of spectators: the knowledge of the rule innovations of the Auntie's Basketball Tournament is very clear to 38.1%, relatively clear to 28.57%, and general to 28.57%. The influence of rule innovations on the spectacle of the game is 38.1% for greatly improving the spectacle, 42.86% for greatly improving the spectacle, and 14.29% for somewhat improving the spectacle. The degree of influence of rule innovations on the enthusiasm for watching the game was 42.86% for greatly improving the enthusiasm and 52.38% for greatly improving the enthusiasm. Feelings about the changes in athletes' playing styles as a result of rule innovations, 47.62% like it very much and 52.38% like it more. Changes in willingness to recommend to others to watch Auntie's basketball games after rule innovations were significantly enhanced by 38.1%, somewhat enhanced by 52.38%, and basically unchanged by 9.52%. The role of rule innovation in shaping the image of local sports culture was very positive in 42.86% and more positive in 57.14%. The analysis shows that the rule innovation of the Auntie Basketball Tournament succeeded in attracting more audience's attention and participation. The joyful atmosphere and unique rules of the game opened the door for the audience to enjoy the game to the fullest, so that they are no longer just passive spectators. Various novel rules broke the traditional constraints and brought unprecedented freshness and surprise, which greatly enriched the viewing experience. Spectators enjoy the game not only because of the suspense of the result, but also because of the process full of

creativity and change. The unique rules also increase the interaction and empathy between the audience and the athletes, enabling the audience to better understand the athletes' decisions and actions, bringing them closer to each other and forming an emotional bond. The rule innovation of the Auntie Basketball Tournament brings the audience a charismatic sports feast, leaves good memories, and further enhances the influence and contagiousness of basketball among the public.

4. Conclusion and Recommendation

4.1. Research Conclusion

4.1.1. Influence of rule innovation on the organizational level of Auntie's basketball game

The rule innovation of the Auntie Basketball Tournament has brought opportunities and challenges to the organizers, enhanced the attractiveness of the tournament, audience participation and the number of participating teams, and had a greater role in promoting the local community and cultural construction, but it also increased a certain amount of organizational costs. In the future development plan, rule innovation is regarded as an important strategy or core strategy.

4.1.2. Changes and Challenges for Referees of Auntie Basketball brought by Rules Innovation

For referees, rule innovation has brought new challenges, affecting the difficulty, accuracy and smoothness of the game control, but most referees believe that the players understand and cooperate more with the judgment, and the rule innovation has enhanced the authority of the referee. At the same time, some referees were confused or conflicted in the implementation of the rules, and the overall evaluation was more successful.

4.1.3. Positive effects of rule innovations in the eyes of participants in the Auntie Basketball Tournament

Participants had a high degree of acceptance of the rule innovations, believing that the rule innovations had a positive impact in terms of technology, tactics, mentality, physical fitness and team, increasing the enjoyment of the game, improving individual basketball skills, and enhancing the willingness to exchange games with other teams.

4.1.4. The Effectiveness of Rule Innovation in Auntie Basketball from the Viewers' Perspective

Spectators have a better knowledge of the rule innovation, believe that the rule innovation greatly or greatly improves the game viewing and watching enthusiasm, like the changes in the game style of the athletes due to the rule innovation, enhance the willingness to recommend to others to watch, and play a positive role in shaping the image of the local sports culture.

4.2. Recommendations

4.2.1. For the Auntie Basketball Tournament

(1) Further optimize the details of the rules, clarify the standards of penalties in special cases, and reduce the confusion and contradiction of referees in the process of implementation. (2) Set up a special training mechanism to provide organizers with more guidance on the integration of rule innovation and local culture, and to improve their innovation ability and organization level. (3) Organize regular rule innovation interpretation and tactical seminars for participants to help them better adapt to and utilize the new rules to enhance their game performance. (4) Develop diversified publicity channels and methods to explain the highlights and significance of the rule innovations to the audience in a comprehensive and in-depth manner, so as to increase the audience's awareness and enthusiasm for participation.

4.2.2. For other similar tournament rule innovations

(1) Fully investigate the needs and expectations of participants (including organizers, referees, participants and spectators, etc.) before the innovation to ensure that the direction of innovation is in line with the tournament's development goals and public preferences. (2) Rule innovation should be gradual and orderly, first carry out small-scale pilot and test, adjust and improve according to the feedback, and then gradually promote. (3) Establish a sound communication mechanism, maintain close communication with all parties in the process of rule innovation, and solve their questions and concerns in a timely manner. (4) Focus on the brand building of the tournament, combine the rule innovation with the brand characteristics of the tournament, form a unique tournament culture and image, and attract more attention and participation. (5) Strengthen the communication and cooperation with other tournaments, learn from the excellent experience of rule innovation, while avoiding blindly following the trend and maintaining the uniqueness of their own tournaments.

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