ORIGINAL

ANALYSE OF PHYSICAL EXERCISE SHORT VIDEO PRODUCTION AND TRANSMISSION MECHANISM BASED ON BIG DATA ANALYSIS

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ABSTRACT

In today's era of rapid digital development, short video, as an emerging form of content, has become an important channel for people to obtain information and entertainment, especially in the field of sports. Short video not only provides a new way for the communication of events but also greatly enriches the communication form of sports culture. Under the setting of new media, physical exercise short video has become an vital way of social message dissemination, and with the change of people's fragmentation time, people begin to prefer physical exercise short video to obtain relevant message. In order to make physical exercise short video develop and spread stably in the new media environment, it is necessary to make clear the main skills and noticeable problems of making physical exercise short video in the new media environment, so as to make physical exercise short video production more excellent and promote the good expand of the new media environment. Therefore, the end of this paper is to study the physical exercise short video production based on the setting of big data. In the study Procedure, the algorithm of big data MSA skill is combined to analyze it. This study lays a foundation for the future study of physical exercise short video production.

KEYWORDS: Big Data Mechanism, Physical Exercise, Short Video Production and Dissemination.

1. INTRODUCTION

With the application and expand of Internet skill, new media industry emerges as the times require. Up to now, new media has occupied most of the

media market, and the shadow of new media has penetrated into all aspects of people's daily life. More and more users are trying to shoot and make physical exercise short videos themselves, and publish them on various network platforms by means of self-media message dissemination channels, presenting all kinds of high-quality physical exercise short videos to a wide audience, such as Tik Tok and Aauto Quicker, which are all physical exercise short video dissemination platforms derived from the self-media environment (Weiss, 2024). All kinds of message network technologies, reput forward by digital application of message network, have been continuously developed and widely used, and a technical bridge has been built between different message media. On this basis, various forms of news reports, media structures, professional academic skills of employees, various channels of communication and message distribution, and various social cultures of the Internet are intertwined, and we are working together to promote and continuously create the current expand environment of network message media. In the Procedure of physical exercise short video transmission, it is necessary to give full play to the advantages of China's current network skill and continuously expand the influence of physical exercise short video, so that the transmission of physical exercise short video can arrive the expected state and standard. In the Procedure of physical exercise short video production, it is gradually developing to intelligence on the basis of big data and algorithms, and at the same time, the way of production and broadcasting is also moving towards intelligence. For example, the new skill developed by Feiyun Company cannot only effectively help conventional TV stations to gradually develop from the conventional live broadcast mode to the mobile Internet mode, but also help promote the expand of new physical exercise short video production skill of conventional TV stations. Under the setting of the transformation of message communication skill, many self-media industries have emerged as the times require. A few years ago, the public showed diversified demands for message dissemination, such as "short, flat and fast". conventional message media such as news and paper newspapers were gradually being eliminated, and many physical exercise short video apps reput forward by Tik Tok met the public's strong creative desire, so they were supported by the youth. After the society enters the era of big data, people's daily work and behavior, the working conditions of various online systems (such as message systems and industrial production lines), the signals of various sensors, and the records generated by navigation and positioning systems (such as GPS and Beidou satellite navigation system) are routinely recorded as "experiences" into large-scale data. Different from the scientific big data recorded and collected in the past to verify scientific theories and conjectures, recording these large-scale data did not have a clear scientific goal at first (Zhang, 2013). With the rapid expand of IT skill, all walks of life are facing the pressure of massive data Procedureing, and human intelligence alone can no longer meet the demand of massive message calculation and MSA. Nowadays, with the rapid expand of Internet skill and the rapid rise of Internet of Things, all

kinds of message are usually digitized, and cloud computing skill is changing the way people use message services.

A large number of PB-level data began to appear widely. Big data skill enables merchants to read seemingly irregular consumer behaviors in real time, and then introduce the news of inducing purchase to consumers. Based on the accumulation of users' big data and computer algorithms, it cannot only help users quickly find physical exercise short video content based on their interests, but also enable video uploaders to accurately find customers who like their video content. As far as the current expand is concerned, the profit of physical exercise short video mainly depends on the mode of receiving live broadcast income from advertisements, and other profit modes of physical exercise short video are constantly being explored and innovated with the expand of the Internet. The profit model is mainly advertising, and new models are yet being explored. For example, Tencent is constantly trying to put its advertisements in a programmed way. In the Procedure of making physical exercise short videos under the setting of new media, it is necessary to combine the characteristics of physical exercise short videos and the themes to be expressed, strengthen the scientific application of network skill, and make appropriate innovations and optimizations in the way of physical exercise short video message dissemination, so as to better meet people's message needs and requirements. With the popularity of smart phones and the development of mobile Internet, users' viewing habits gradually tend to short and concise video content, and short videos quickly gain wide attention because of their easy consumption and sharing. In addition, the rise of social media platforms such as TikTok, Instagram and YouTube have provided strong support for the spread of short videos, enabling users to quickly share and disseminate content. In the field of sports, the trend of digital transformation is becoming more and more obvious, and the traditional mode of event communication is gradually replaced by new media forms, and short video has become the main communication tool of event highlights, wonderful moments and athletes' stories. This change has not only increased audience engagement, transforming them from passive viewers to active content creators and sharers, enhancing fans' sense of belonging and engagement. At the same time, the development of big data technology enables content creators to deeply analyze users' viewing behavior and interest preferences, and achieve accurate content delivery and personalized recommendations. Through data analysis, the short video platform can monitor the video performance in real time and adjust the content strategy according to the feedback in time, so as to optimize the communication effect. In this paper, several study methods are used to study and analyze it. In this paper, many model diagrams and algorithm formulas are established to study and analyze big data. In the study of physical exercise short video transmission and production, the corresponding data graph is established to study and analyze it.

2. Related Works

Big data will help users improve their insight and decision-making power at a higher level, a wider perspective and a wider scope. However, some valuable data are often hidden in big data, showing the distinctive characteristic of extremely low value density, extremely irregular distribution, extremely deep message hiding and extremely difficult to find useful value. This is the advantage of big data MSA skill, which can be used well by all walks of life. However, in the study and application of big data, like other tools, there may be some problems. Therefore, how to use big data effectively and reasonably and avoid misuse and abuse of big data is a problem that needs serious and serious consideration. Big data has the characteristics of large data volume, complex data structure, fast data produce and low data value density. These characteristics increase the difficulty of effective MSA of big data. Big data MSA has become the core content of exploring the expand of big data at present. Therefore, the intention and prolong of big data MSA must be deeply analyzed. With the rapid expand of Internet skill and the wide application and popularization of mobile terminals and smart life terminals, the whole news media industry ecology has also undergone tremendous changes. For scientific study, big data means that new scientific study discoveries or even new study paradigms may appear. Using big data in medical domain can more conveniently measure the effect of clinical experiment, using big data in meteorological domain can more accurately issue weather forecast, and using big data in criminal domain can predict and stop criminal acts in advance. Even in national political elections, big data can play a very vital role. Big data concentrates on winning by "quantity". Big data is based on a huge quantity of data and extremely accurate message Procedureing capabilities. usually speaking, the greater the quantity of message and the more detailed the tools used for MSA, the more accurate the predicted results will be, and the closer the action taken corresponding to the prediction will be to success. In the study, Ahuja S P, Moore B think that the best big data MSA system should have the characteristics of magnetism, flexibility and profundity (Ahuja & Moore, 2013). Magnetism means that the system can capture all data, regardless of its structure and quality; Flexibility means that the system has adaptability and adaptability to different data; Profound means that the system can support conventional business intelligence, machine learning and complex Static MSA . Heinis, Thomas thinks that big data MSA is a data MSA Procedure that gather and stores data widely, formats and cleans the data corresponding to the data produce system. Based on the big data MSA model and supported by the integrated big data MSA platform, cloud computing skill is used to schedule computing and MSA Wealth, and finally the patterns or laws behind big data are excavated (Heinis, 2014). Li T, Luo C, Chen H think that MSA as a service is a newly rising concept in the commercial domain. The complexity of model management and the expand of service-based MSA models and the interface

between them make MSA as a service a major challenge that message skill is trying to solve (Li, Luo, Chen, & Zhang, 2015). Li G, Hua B think that complex structure Procedureing skill, big data intelligent identification and sensing skill, big data platform standard specification, virtual access skill, knowledge service transaction model, knowledge service life cycle management skill, big data knowledge service quality evaluation system, and terminal interaction skill supporting visual big data service all constitute the key skill system of big data MSA and service, but the specific big data MSA and service methods need more study and exploration (Li et al., 2015). They also think that the world is accidental, and the world is usually counted corresponding to probability. The subjective theorists of Static theory say that probability exists because human cognition is not comprehensive enough, so it is only a reflection of human subjective thoughts, not the truth of the objective world. In fact, truth is Static because it correctly reflects the randomness of the objective world. Randomness is not only a cognitive problem, but also an objective fact. Zhang J put forward the new thinking of wholeness, diversity, association, dynamics, openness and equality. These new ideas turned the thinking ideas into realizable technical operation means and even physical reality through intelligent terminal devices, Internet of Things, cloud storage, cloud computing and other technical means. Big data thinking is a kind of holistic thinking based on data (Li et al., 2015). It changes the way of thinking from reductive thinking to holistic thinking through such thinking concepts as "more" (all is better than some), "more miscellaneous" (many things are better than single) and "better" (correlation is better than cause and effect), thus realizing the change of thinking mode (Jie & Chen, 2022). Yijun W U, Oflaw S, University A N proposed an evolutionary network for extracting multiple document abstracts, which can connect vital sentences or domains in the original document to form document abstracts (Yijun & Oflaw, 2019). Besides, text classification and text clustering are also hot topics in text big data mine. Text classification skill is mostly used to identify the theme of file, classify file with the same theme into predefined themes or find the theme set corresponding to the target document in numerous theme sets; However, document clustering systematic file with high similarity into one class, and there is no pre-defined topic as prior knowledge. In terms of sports marketing, short videos provide new marketing channels for brands and athletes to communicate brand stories and values in a vivid way. In addition, users are encouraged to create short videos related to the brand, forming word-of-mouth communication and community effect, and further enhancing the market competitiveness of the brand. However, with the rapid growth of short video content production, the problem of content homogenization has gradually emerged, and how to improve the uniqueness and attractiveness of content has become an important challenge. At the same time, with the increase in data collection, protecting user privacy and ensuring data security are also urgent concerns.

3. Big Data MSA Study and MSA

3.1 Big Data MSA and Study

What is "Big Data"? This issue has always been the concentrate of argue in the industry. Scholars and specialist engaged in big data study have their own idea on the definition of big data. Wikipedia defines big data as a data set whose time taken by common software tools to capture, manage and Procedure data exceeds the tolerable time limit. Strictly speaking, big data is more like a strategy than a skill, and its core idea is to manage massive data and extract value from it in a much more effective way than before. In order to discover knowledge from data and use it to guide people's decision-making, it is necessary to conduct in-depth MSA of data, instead of just generating simple reports. These complex analyses must rely on complex MSA models, and it is difficult to express them in SQL, which are collectively referred to as in-depth MSA . message MSA , also known as message MSA or message study, is a socialized intelligent activity based on the specific needs of social users, taking modern message skill and soft science study methods as the main means, and taking social message collection, selection, evaluation, MSA and synthesis as the basic Procedure to form new value-added message products and serve different levels of scientific decision-making. Paying attention to big data MSA is the expand trend of message MSA in the era of big data. Big data MSA method is one of the most vital study contents in big data MSA. The quality of MSA method will determine whether the MSA results are valid or not, and will ultimately affect the application of big data MSA results (Kumari, Tanwar, Tyagi, Kumar, Maasberg, & Choo, 2018; Perkel, 2016). In the study, a corresponding model diagram is established to study and analyze it, as shown in Figures 1 and 2.
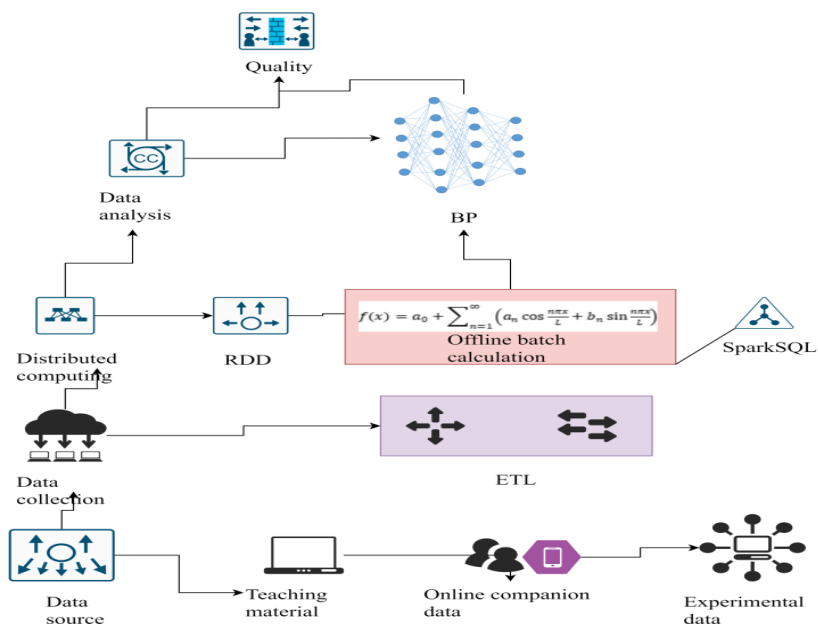

In the figure, the offline batch calculation box contains:

$$f(x) = a_0 + \sum_{n=1}^{\infty} \left(a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right)$$
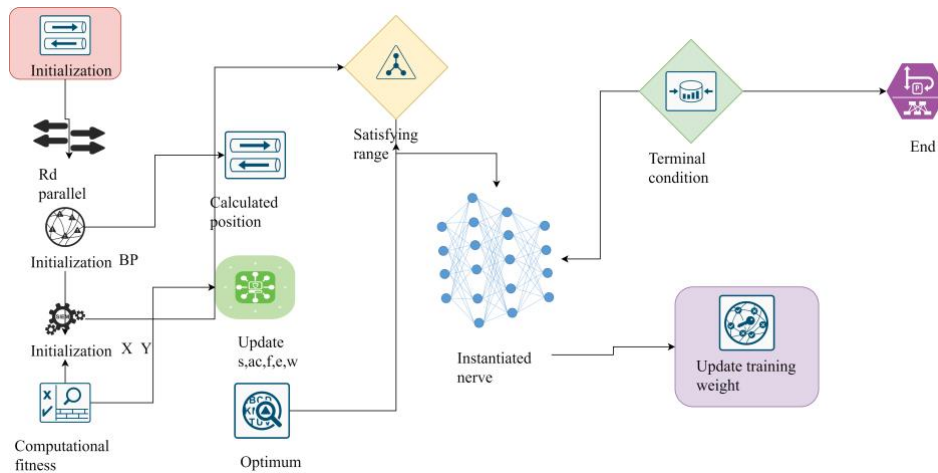
Figure 1: Big Data Framework

Figure 2: Algorithm flow

3.2 Study on Spark Algorithm for Big Data MSA

With the advent of the era of big data, the real-time and data volume of data computing is facing many dares. In order to meet the requirements of huge data volume and high-speed Procedureing of big data. With the rapid expand of Internet skill, the era of big data is coming quietly. Every day, a large quantity of unstructured or semi-structured data will be generated on the mobile Internet, Internet of Things and social networks. Under these massive seemingly chaotic data, certain rules, knowledge or high-value message are often hidden. Apache Spark is an open-source cluster general parallel computing framework, which has the advantages of Hadoop MapReduce, but the difference is that the intermediate results of Spark's Job can be saved in memory without reading and writing HDFS. Therefore, Spark is a parallel computing framework based on memory, which supports iterative data flow and has a fast-computing speed. To promote educational informatization, it is necessary to constantly innovate the new mode of educational governance in the message age, carry out the action of optimizing educational governance capacity supported by big data, and promote the whole Procedure of education and teaching to be served by message means such as the Internet. There are many available algorithms in teaching big data MSA. Among many classification methods, Bayesian classification methods include naive Bayesian algorithm and Bayesian network classification algorithm. Naive Bayesian classification algorithm has high accuracy and low computational complexity, but it assumes that each classification feature attribute is independent of other attributes, which is often not satisfied in practical problems. Therefore, many scholars have improved the naive Bayes classification algorithm. The first problem to be solved in the Procedure of big data MSA is data storage. In terms of data volume, the data volume in the era of big data has increased from TB level to PB and EB level, which has brought new changes to data storage and MSA . Data storage is not simple storage. Storage is only a small link in the data life cycle. In the

Procedure of data MSA, data will be accessed and scheduled many times, so that data storage is no longer static storage. With the changes of data life cycle and the needs of practical application, data will be dynamically added, subtracted, deleted and modified (Chhonker, Verma, Kar, & Grover, 2018; Li et al., 2015). corresponding to its algorithm MSA, a corresponding formula is established to analyze it, as shown in formula (1).

$$S_i = -\sum_{j=1}^{N} (X - X_j) \tag{1}$$

When it is aligned, its speed is shown in formula (2).

$$A_i = \frac{\sum_{j=1}^{N} V_j}{N} \tag{2}$$

When the single and adjacent ones are gathered together, it is shown in formula (3).

$$C_i = \frac{\sum_{j=1}^{N} X_j}{N} - X \tag{3}$$

If the capacity of a single substance is limited, it can be shown in formulas (4) and (5).

$$F_i = X^+ - X \tag{4}$$

$$E_i = X^- + X \tag{5}$$

When there are other elements nearby, the formulas of its updated expression are shown in (6), (7), (8), (9) and (10).

$$X_{t+1} = X_t + \Delta X_{t+1} \tag{6}$$

$$\Delta X_{t+1} = (sS_i + aA_i + cC_i + fF_i + eE_i) + \Delta w \Delta X_t \tag{7}$$

$$X_{t+1} = X_t + (sS_i + aA_i + cC_i + fF_i + eE_i) + \Delta w \Delta X_t \tag{8}$$

$$X_{T+1} = X_t + levy(d)\Delta X_T \tag{9}$$

$$\Delta X_{t+1} = levy(d)\Delta X_T \tag{10}$$

In reality, data is often put forward in an Unorganized way, which cause great dare to big data MSA. The weighted naive Bayes classification algorithm of correlation coefficient, by calculating the correlation coefficient between conditional attribute and decision attribute, has different weights for different attributes. The above weighted naive Bayes classification algorithm can improve the classification performance, but the improvement effect is not

significant. corresponding to the MSA of Naive Bayes classification algorithm, it is necessary to calculate the prior probability of the class and the conditional probability of the appearance of characteristic words. When the algorithm is trained, Spark reads the data from the disk. Because Spark reads the text line by line, the RDD of the training text is expressed as a key-value pair (Thomas, 2007; Zhao, 2023). Therefore, the running time of the data algorithm is different. This paper establishes the corresponding data table to analyze and study it, as shown in Table 1and 2.

Table 1: MSA Table of Running Time of Data Algorithms with Different Scales (1)

PB	RUN TIME		PROMOTE
	NAIVE BAYES	GO SIDE BY SIDE	
24	33	11	2.56
48	52	17	3.11
98	66	14	3.65

Table 2: MSA Table of Running Time of Data Algorithms with Different Scales (2)

PB	RUN		PROMOTE
	GO SIDE BY SIDE	NAIVE BAYES	
21	43	17	2.22
43	45	12	2.98
87	60	11	3.34

Due to the complexity of the task and Procedure of big data MSA, in the Procedure of developing big data MSA tools, we must consider the expand of big data MSA tools and platform construction from the characteristics of big data itself. Because of the differences of big data types and production methods, it is necessary to design and optimize big data MSA tools for specific MSA objects, so as to ensure the complete matching and support of MSA tools for big data MSA tasks. Big data is yet growing, especially in social networks and mobile platforms, resulting in massive network data. The produce and evolution of network big data are uncertain and emergent properties, and cloud computing skill can effectively construct big data. The era of big data has come, and all walks of life are faced with unprecedented data volume and data MSA requirements.

4. Study on Physical Exercise Short Video Production and Dissemination Under the Setting of Big Data

4.1 Study and MSA of Physical Exercise Short Video

With the rapid expand of Internet skill, the popularization of Internet message has been basically realized in various domains. Under the setting of Internet era, a variety of new industries have sprung up, among which new

media is a typical representative. A large number of talents are constantly emerging on the platform, and the number of creative users continues to blow out. However, it also faces problems such as uneven quality, weak supervision, and single profit mode. The Internet has become the core and vital cornerstone of news physical exercise short video content, bearing message interaction, means of communication and ways of sharing. Therefore, in the study and production of video content, it is necessary to have the cultural thinking in line with the Internet and the cultural temperament of the mobile Internet. At the same time, efforts should be made to deeply cultivate news comment and sharing communities, actively establish various social media connecting mobile, and build a message interaction and sharing ecosystem among netizens, opinion leaders and conventional media. Taking Tik Tok Platform as an example, this paper introduces the production of physical exercise short videos.

Tik Tok is one of the hot physical exercise short video platforms in China in recent years. It has a huge number of users, and with the support of Tik Tok skill, it has developed a number of network celebrities. Through the MSA of the physical exercise short videos of these Internet celebrities, although the styles of their works are very different, they have one thing in common, that is, the themes of the physical exercise short videos produced in each period are the topics that people pay attention to at that time, including some hot events in society or hot search topics on the Internet. In the new media environment, the final communication effect of physical exercise short video is not only influenced by the production level of the work itself, but also the communication channel of the work is crucial (J. Liu, Yang, & Li, 2020; Xu, Wang, Teng, & Wang, 2020). Therefore, the corresponding data graphs are established in the study, as shown in Figures 3, 4 and 5.
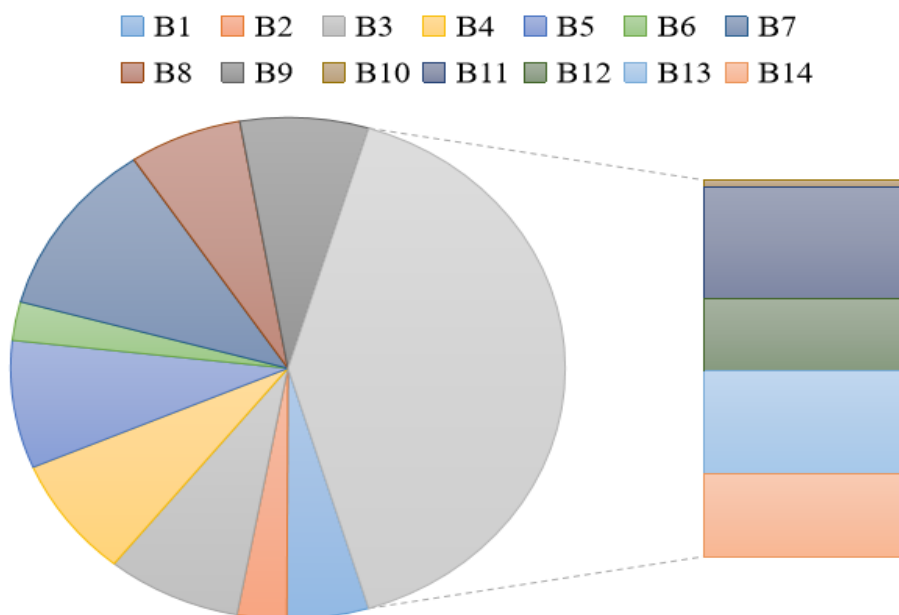

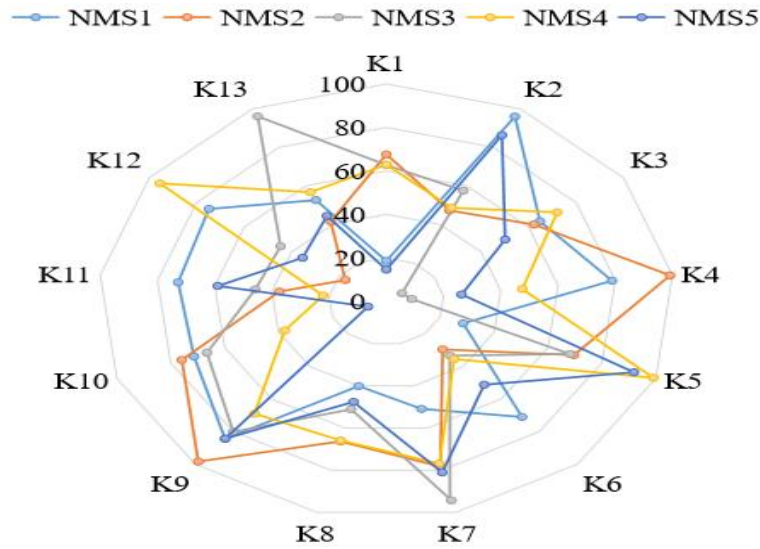**Figure 3:** Physical exercise short video study and MSA diagram

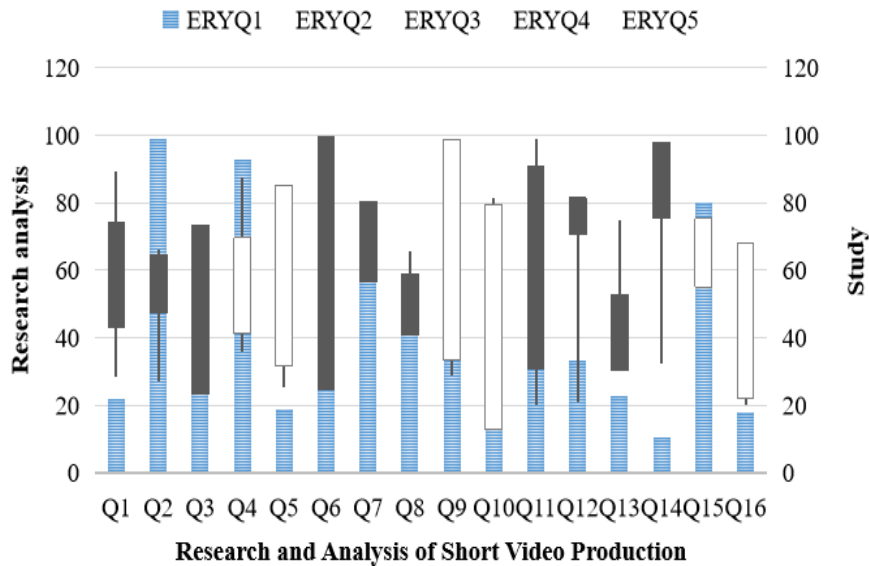**Figure 4:** Physical exercise short video impact study diagram

Figure 5: study and MSA of physical exercise short video production

It can be seen from Figure 5 that there are many factors affecting physical exercise short video, and the influence is about 34.53%. To ensure the spread effect of physical exercise short video, the first thing to do is to accurately locate the physical exercise short video content. Compared with the production of movies and TV programs, the production of physical exercise short videos is more flexible, and the production Procedure is relatively simple, so there is no need to invest huge quantities of money like the production of movies and TV programs. The production of physical exercise short video is not as expensive as the production of movies and TV programs, and the whole production Procedure is not as end ful as the production of TV programs. It can even be said that its production is somewhat sloppy. With the expand of new media skill, the operation of physical exercise short video platform is more

standardized, and the functions of the platform are gradually improved, supply a better experience for physical exercise short video producers and audiences. At the present stage, physical exercise short video platforms can be broadly classified into the following categories: one is the platform dedicated to physical exercise short video publishing, such as Tik Tok and Auto Quicker. The other is the modern social platform headed by Weibo, WeChat, etc., which can interact and communicate with others through physical exercise short videos, such as posting videos in WeChat official account, and then forwarding and sharing the videos by fans through WeChat social relationships, so as to increase the quantity of communication (Chen, Mao, & Liu, 2014; K. Liu, 2022).

4.2 Physical Exercise Short Video Production and Study Based on the Setting of Big Data

In the era of big data, fragmented communication mode promotes the birth of physical exercise short video. Physical exercise short video, with its "concise" audio-visual language and unique narrative style, caters to the audience's viewing needs, and promotes the rapid expand of physical exercise short video with flood discharge. Nowadays, physical exercise short video creation is mainly based on PGC, UGC and PGC+UGC modes, each of which has its own advantages and disadvantages. Creators often choose the best mode here in order to maximize their advantages. First of all, the main creator repeatedly scrutinized and revised the copy, and wrote a professional and operable sub-shot script. We also attach great importance to the choice of scenes, and even need to set up scenes, whose end is to create an immersive viewing experience for the audience. Secondly, pay attention to the selection of professional actors, functional actors and amateur actors for reasonable collocation. corresponding to the requirements of the plot, choose the most suitable or even influential actors to ensure the quality of the works and meet the needs of the audience. The production of short digital video can meet the spiritual needs of users. Stimulated by the state's policy of vigorously developing creative industries, the advanced social service industry will surely replace the original service market. We are committed to high-quality personal tailor services, improve the quality of social mobile videos, deepen their intention, adhere to the core values of socialism, spread positive energy, and make contributions to social expand. Now, the society has entered the all-media era, which is the result of the expand of network skill, and the public can get different message at any time. As a kind of public message, the expand of network physical exercise short video is deeply liked by enterprises in various industries, which provides a good foundation for us to "worship the youth in the Sheng Time Machine". Our project is aimed at the broad social groups, based on the increasing demand for physical exercise short videos in the society, and we undertake the task of video production. Through this project, we can meet the social needs, open the window of entrepreneurship, and at the same time improve the quality of mobile videos in the society (Segumpan & Zahari, 2022;

Zhou, Zhou, Wu, & Jin, 2016). It can be seen that the expand prospect of our project is very impressive. In the study, the corresponding data graphs are established to study and analyze them, as shown in Figures 6 and 7.
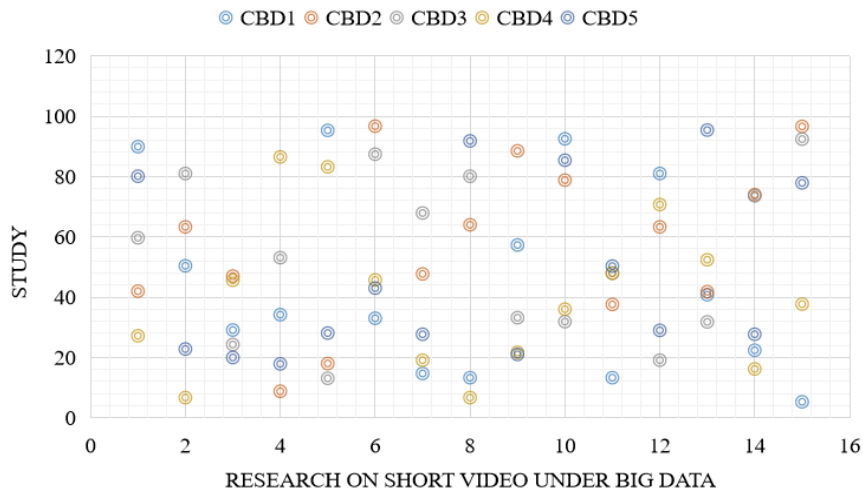

Figure 6: Physical exercise short video study under big data study
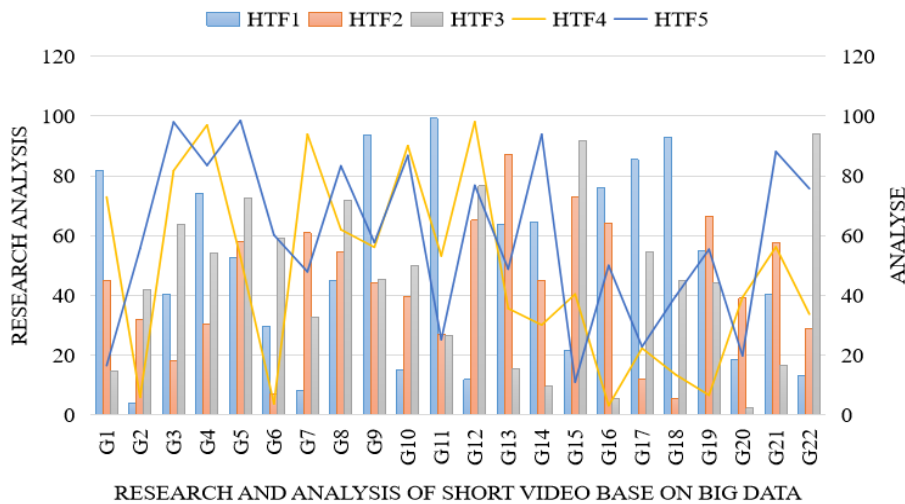

Figure 7: Physical exercise short video MSA based on big data

It can be seen from Figure 7 that the setting of big data will have a lot of influence on physical exercise short video, and the influence is about 53.63%. The advantages of physical exercise short video production are also very attractive: low production cost, fragmented dissemination and production; Fast communication speed and strong social attributes; The boundaries between producers and consumers are blurred. Because video gives people a more intuitive feeling and a stronger sense of impact, it is easier for citizens to receive video social tools. It is this convenient carrier that is more conducive to our project. Physical exercise short video production industry is in the limelight, and it has certain commercial value on the basis of life and entertainment. Compared with the conventional content entrepreneurship model, physical

exercise short video has a more diversified marketing model. Whether people want to record their lives, keep precious memories or share their happy moments, they can't do without physical exercise short video production. Nowadays, the pace of society is accelerating. How to release the pressure and acquire knowledge at the same time? The emergence of physical exercise short video has solved this problem. Zhang Nan, president of Tik Tok, said that Tik Tok should be made into a video version of the encyclopedia. This positioning of physical exercise short video is just in line with the psychological characteristics of the current audience, that is, acquiring specific knowledge in a short time. The original end of the audience to brush physical exercise short videos is to relax and decompress, and to seek the satisfaction of emotional needs. Therefore, most of the physical exercise short videos mainly aim at entertaining people with laughter or relaxing people with beautiful feelings, and this kind of relaxation is integrated into the two rhythms of "slow" and "fast". With the popularity of some UGC works, in order to ensure their continuous productivity and creative content. UGC gradually borrowed from PGC, and the phenomenon of UGC supply content and creativity and PGC supply technical support emerged, forming a new creative mode, namely UGC+PGC mode. In the context of new media, the combination of grassroots and specialization of producers satisfies the characteristics of creativity, closeness to the people and professionalism of physical exercise short videos. The advantages of the conventional network video platform and the mobile physical exercise short video platform complement each other, realizing the maximum user coverage; The audience's demand for different types of physical exercise short videos has forced the producers of videos to produce content, and the broadcast platform to select and check the subject matter (Williamson, 2017).

5. Conclusions

Short sports video production and communication analysis based on big data can not only improve the content quality and communication effect, but also effectively enhance the user's sense of participation and brand influence. In the future, with the advancement of technology and the improvement of data analysis capabilities, this area will present more opportunities for innovation and development. In the future, we should break through the general model architecture, MSA model and calculation paradigm, and establish a new architecture, new model and new paradigm, as well as a new system of safe and reliable big data MSA and Procedureing skill; Build a new produce of big data MSA and Procedureing software stack; And study and develop the corresponding theory, and practice the traction application; Establish a benign data governance ecology, and promote the continuous progress and leap-forward expand of big data MSA and Procedureing skill. Under the setting of the current expand of integrated media, the mass communication content and social influence of short news videos are gradually expanding. With the continuous progress of network skill, the launch and wide use of 5G, and the

continuous evolution and acceleration of mobile terminals and the Internet, all provide new guarantees for the main producers of short news videos. In the new media environment, the production and dissemination of physical exercise short videos has become the main direction of the expand of social science and skill and a vital way of message dissemination. Therefore, in order to ensure the stable dissemination of physical exercise short videos in the current era. As a new data MSA method, big data MSA is changing people's daily life and scientific cognition activities, making the chaotic daily life more rule-based and the complex scientific cognition activities more effective. From the methodological point of view, big data skill is to find interrelated data from massive data, and then analyze and verify it by establishing a complex model, and finally draw a conclusion that meets the demand. We are living in the wave of big data, and unprecedented big data Wealth are both chance and dare. Up to now, the work of big data MSA and mine is yet limited, and a lot of work needs to be done to overcome the above dare in the domain of big data.

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