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Theoretical Analysis and Systematic Deconstruction of High Quality Development of Public Service for National Fitness

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Abstract:

This study conducts a theoretical and systematic analysis of high-quality development (HQD) in China's National Fitness Public Service (NFPS). By integrating the principles of HQD—such as innovation, coordination, green development, openness, and sharing—with the practical demands of NFPS, we propose a multi-dimensional governance framework that emphasizes dynamic adaptation between service supply and public demand. Through literature review, case studies (e.g., Shandong Province), and comparative analysis (e.g., England's urban-rural disparity), we identify key challenges including fragmented governance, resource imbalance, and inadequate technological integration. A "process-result" analytical model is developed to highlight the roles of digital empowerment (e.g., blockchain, big data platforms) and performance evaluation mechanisms in optimizing service equity and sustainability. The findings underscore the necessity of collaborative governance among government, market, and society, while advocating for policy innovations to address regional disparities. This research not only enriches the theoretical discourse on public health

governance but also offers actionable insights for global contexts striving to achieve inclusive fitness service systems.

Keywords: public fitness service; high quality; theoretical analysis; system deconstruction

1. Introduction

As a public service system with China characteristics, since the promulgation of the Outline of the National Fitness Program in 1995, the national fitness public service has experienced the evolution from emphasizing "national character" to focusing on "public welfare" and "fairness," and has gradually become an important measure for the state to protect citizens' sports rights and interests and improve the health level of the whole people ^{[1][2]}. With the promotion of the strategies of "Healthy China" and "Sports Power," the high-quality development of public fitness services for all has been promoted to the core agenda of the modernization of national governance, aiming to realize the dynamic adaptation of service supply and public demand through innovation-driven, resource coordination and scientific and technological empowerment ^{[3][4]}.

However, the development of public service of national fitness still faces multiple challenges. The uneven distribution of resources among regions, the significant gap between urban and rural areas (such as the cascade difference between Qingdao and Heze in Shandong Province ^[5]), the fragmentation of service supply, and the insufficient integration of digital technology restrict the service efficiency and fairness. International experience has also shown that similar problems are common, such as the imbalance in the distribution of sports facilities between urban and rural areas in England ^[6]. At the same time, although the theoretical framework of high-quality development has been widely discussed in the fields of economics ^[7], public management ^[8], etc., there is still a lack of systematic research on its connotation definition and practical path in the public service of national fitness. The existing literature focuses on a single dimension (such as performance evaluation or technology application), and fails to build a comprehensive analysis model covering dynamic adaptation, multi-agent collaboration and digital transformation.

Based on this, this paper aims to bridge the theoretical gap, propose a "process-result" dynamic adaptation model by deconstructing the interactive logic between high-quality development and public service of national fitness, and integrate case studies and international comparisons (such as practical experiences in Shandong Province and England) to reveal the potential role of digital technologies (blockchain, big data platform) and collaborative governance mechanisms. The research not only provides theoretical support for optimizing the policy design of public fitness services for all, but also contributes to China's plan for achieving inclusive health governance on a global scale.

2. Review of research

2.1 Research on Public Service of National Fitness

The concept of public fitness service for all is a localized term with China characteristics, and its concept evolution can be traced back to the Outline of National Fitness Program in 1995, before which the public fitness service for all was described as "National Fitness and Sports Service" and "National Fitness and Public Sports." In the article "2009 Mass Sports

Work Ideas and Key Points" promulgated by the Group Department in 2009, it was proposed for the first time to establish and improve the public service system of national fitness. A total of 150 articles were searched on China with the key words of public service of national fitness. It can be found from the figure (see Figure 1) that the research on public service of national fitness began in 2010 in China, and the growth trend of relevant research results tends to be flat in recent years.

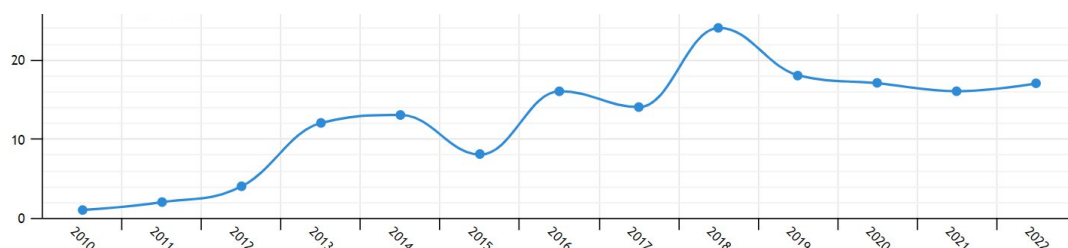


Figure 1. Trend of Public Service Research on National Fitness

Public fitness service is the basic public sports service provided by the government to meet the public participation in sports activities. From the perspective of public welfare and public demand, the public service of national fitness refers to the public sports service that all citizens carry out physical exercise, improve health and enhance physical fitness. Zhang Ruilin believes that the protection of the people's basic sports rights and interests, to meet the growing demand for fitness services is the basic starting point of the national fitness public service, with fairness, public welfare and public nature of the characteristics of. From the perspective of the responsibility of the government, the national fitness public service is the government established on the basis of a certain social consensus, according to the status quo of a country's political system, economic development stage and people's living standards, in order to realize the national public welfare maximization and protection of a country's residents overall sports fitness rights, must provide the basic public sports service^[9].

It is worth mentioning that the "national fitness public service" and its similar concept "sports public service (public sports service)" should belong to the inclusive relationship, because there is no essential difference between the two concepts of sports public service and public sports service^[10], more lies in the differences in the use of norms and habits, so here the two are regarded as the same concept. "Sports public service" is the "national fitness public service" of the upper concept, this statement is mainly based on the following understanding: First, the basic sports needs of the public generally include participation in sports activities and watching sports competitions, which belong to the category of people's basic rights^[11], the national fitness public service more to participate in sports activities of public services. Second, from the point of view of the service boundary range, the characteristics of sports public service is to protect the basic needs of all citizens sports, and the national fitness public service mainly consider the mass sports, so the national fitness public service can be regarded as a concrete manifestation of sports public service in the field of mass sports.

Since the promulgation of the Outline of National Fitness Program in 1995, the public service of national fitness has been continuously developed, and the development trend of equalization, integration, wisdom and rule of law has been presented as a whole^[12]. However, the development of national fitness public service in various regions of China is still facing many problems. Taking Shandong Province as an example, since the 11th National Games, Shandong Province has been committed to promoting the development of public service of

national fitness, but at present, the public service of national fitness in Shandong Province is still faced with the problems of vague government functions, lack of effect in policy implementation, single service supply pattern, disregard for the public service demand of national fitness and so on. Specific to each prefecture-level city, Qingdao, Jinan, Yantai and other regions as the first category of areas, Zaozhuang, Tai 'an, Jining as the second category of areas, Rizhao, Liaocheng, Heze as the third category of areas of the public service level of national fitness cascade column^[13], this phenomenon is not a unique phenomenon in a certain region, Beijing-Tianjin-Hebei region^[14], Shanghai City^[15], Guangzhou City^[16], Yan' an City^[17] and other regions. There are problems such as unbalanced development and low development level. The same is true in foreign countries, such as England, the layout of public sports facilities in urban and rural areas, urban areas are significantly more than rural areas, economic development areas are generally more than less developed areas^[18].

However, the public service level of national fitness is not static, but dynamic development, and its service content and service mode are adapted to the needs of the masses and social and economic strength. To improve the quality of public service of national fitness is the central government adhere to the "people-oriented" concept, focus on protecting and improving the livelihood of the people's specific embodiment of^[19]. In order to fully meet the people's needs for a better life, many scholars have discussed the development of public service for national fitness from different angles.

In terms of service subject, Zhang Dianhu put forward that social forces participating in the public service supply of national fitness has the three-dimensional basis of collaborative theory foundation, policy support and realistic demand, and social forces have stronger responsiveness in meeting the public's demand for national fitness^[20]. However, to give full play to the advantages of social forces and improve the efficiency of public service supply of national fitness, the correction of government role deviation is particularly important. In order to better play the service function of the government, the role of the government should complete the identity transformation from "policy setter" to "policy supplier," "administrative leader" to "service buyer" and "rational economic man" to "order supervisor"^[21]. High efficiency of the national fitness public service supply should be the government, market, society and other multiple subjects between the main body of equal interaction, mutual symbiosis and benefit sharing^[22], but the current national fitness public service supply, the government and the society together to supply the situation of chaos, leading to the service supply fragmentation, supply inequality and other issues prominent^[23]. In order to promote the development of the public service of national fitness, it is necessary to combine the leading role of the government, the decisive role of market resources and the supplementary role of social organizations to form the advantage of the main body. Foreign scholar Hood also stressed that the government's main task is to provide quality public goods and fair service, to let the government in the micro things liberation^[24], do a good job of macro-control, let the market and society fully competitive, in order to improve the public management level and service quality^[25], if the government put the work center too inclined to a particular field, will inevitably lead to the overall development of blocked^[26]. Also some scholars from the perspective of education policy, analysis of the government to develop education plans and policies to improve the effect of public goods, and points out that the government promulgated the plans and policies have obvious public benefits^[27].

The arrival of the revolution tide of digital technology also brings about the opportunity of change for the development of all walks of life. Promoting the wisdom of national fitness has been an inevitable choice under the multiple demands of healthy China construction, sports power construction and high-quality development of sports industry^[28]. Under the digital background, the technical advantages of blockchain, such as consensus mechanism, data storage, traceability and anonymity, can well solve the pain point problems such as

asymmetric information of public service products of national fitness and opaque allocation of service resources [29]. In addition, the open public service platform for national fitness, which integrates data collection, data analysis, personalized scheme design and resource matching, also plays a good role in promoting the diversified sports fitness needs of the masses [30].

The adaptation effect between the supply and demand of the public service of national fitness also restricts the development of the public service of national fitness. Therefore, it is necessary to evaluate the service behavior and service effect of the public service of national fitness. In this regard, some scholars put forward the construction based on the balanced scorecard fitness public service performance management model, from the citizen, finance, internal management process, learning and development of four dimensions to improve and enhance the quality of public service fitness [31]. Some scholars also believe that the national fitness public service performance measurement, the need for public expectations of the results as a national fitness public service performance measurement value scale, and put forward the "people-centered" includes service efficiency, service quality, service democracy and service responsiveness of the national fitness public service performance structure model [32].

2.2 Research on high-quality development

The earliest literature on "high-quality development" in China appeared in 1977. Since the government started the year of high-quality development in 2018, relevant research achievements have been continuously enriched. See Figure 3 for specific research trends. In addition, the issue of high-quality development has also attracted the attention of scholars in many fields.

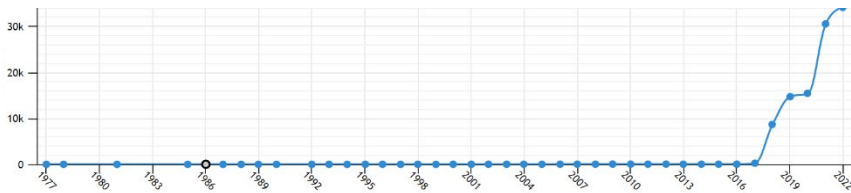


Figure 2. Annual Trend Chart of Domestic High-quality Development Research

Answering the question of what is high-quality development is a question that must be made clear in the study of high-quality development. Since the concept of "high-quality development" was put forward, many scholars have interpreted it from different angles. The interpretation of the connotation of high-quality development at least includes the transformation of development concept, the transformation of growth mode and the attention to people's livelihood level [7].

From the point of view of concept, People's Daily points out that high-quality development is to meet the people's growing needs for a better life, that innovation becomes the first driving force, coordination becomes the endogenous feature, green becomes the universal form, openness becomes the only way, sharing becomes the fundamental purpose, and embodies the development of new development concepts [33],[34] and [35]. Investigate its essence, is based on quality and efficiency as the value orientation [36], is to achieve less production factors input, high efficiency of resource allocation, low cost of resources and environment, economic and social benefits of good development mode [37].

From the characteristics of high-quality development, the basic characteristics of high-quality development include at least four points: people's nature, multi-dimension, dynamics and characteristics [38]. Specifically speaking, high-quality development can be summarized as three aspects: transformation of development mode, optimization of economic structure and transformation of growth power [39]. In terms of development process, high-quality

development is the development with stronger dynamic vitality, higher process efficiency and greater welfare effect of output [40]. In addition, the characteristics of high-quality development also include the structural change of industrial structure from single to diversified [41] and the dynamic change of science and technology replacing human resources and resources.

From the perspective of social contradictions, high-quality development can be regarded as the mode, structure and dynamic state of economic development that can better meet the growing real needs, or as the development of building a modern socialist country in an all-round way in the new era as the growth goal, focusing on solving the principal social contradictions in the new era [42], or meeting the people's growing needs for a better life. Efficient, equitable and green sustainable development [43].

From the perspective of the content of high-quality development, high-quality development should be the all-round and high-quality development of economic development, reform and opening-up, urban and rural development, ecological environment and people's life [44], and should also be regarded as the development of intensive economic development, high-end driving factors, advanced industrial structure, moderate growth rate and coordinated development in various fields [45].

Specific to each field, scholars' definition of the connotation of high-quality development will also produce some changes. For example, the focus of high-quality development in preschool education lies in the transformation and breakthrough of values, development concept and development paradigm [46]. In the high-quality development of publishing industry, the connotation of high-quality development is the unity of high-quality development idea, system and practice [47]. The high-quality development of tourism city mainly displays in the high quality of infrastructure and environment of tourism city, the high quality of branch elements of tourism industry and the overall competitiveness of tourism industry economy [48]. The high-quality development of sports industry refers to the maximization of value creation of national or regional sports industry under the three concepts of "reform, innovation and integration" through innovation-driven, structural optimization and efficiency improvement, so as to meet the growing sports needs of the people [49].

On the whole, high-quality development research is currently and will continue to be a key research issue in the economic and social domain for quite some time to come. At present, there are still many problems in the development of public service for national fitness, such as different levels of public service for national fitness in provinces and obvious gaps in public service level of national fitness in regions. It is urgent to deepen the theoretical understanding of the high-quality development of the public service of national fitness. However, based on the different cognitive angles and interpretation emphases, the connotation of high-quality development has not yet formed a unified understanding in the academic circles at present. In the development of various fields, the connotation of high-quality development will also change to some extent. Therefore, how to understand the high-quality development of the public service of national fitness has become the first issue in the development of public service of national fitness.

3. Theoretical analysis of the high-quality development of public service for national fitness

The public service of national fitness refers to the fitness services and facilities provided by the state for all the people, aiming at promoting the people's physical and mental health and all-round development. At present, the public service system of national fitness has become one of the important public service systems in China, which is of great significance to promote the high-quality development of national economy and society.

3.1 Theoretical level

The public service of national fitness and high-quality development have the common attribute of improving people's well-being and promoting social progress, and have similar goal orientation and development strategy. Firstly, the public service of national fitness and high-quality development both emphasize people-oriented, pay attention to the improvement of national well-being and quality of life. The public service of national fitness aims to improve the national health level, and the high-quality development pays attention to the quality and benefit of economic growth. Both of them pay attention to the all-round development and happy life of human beings; Secondly, the public service of national fitness and high-quality development emphasize green development, environmental protection and resource conservation. The public service of national fitness is helpful to raise the people's attention to healthy lifestyle and environmental protection awareness, while the high-quality development pursues the development mode of green, low-carbon and circular economy, both of which are committed to realizing the harmonious coexistence between man and nature; thirdly, the public service of national fitness and high-quality development emphasize innovation-driven, and pay attention to the use of scientific and technological progress and management innovation to improve efficiency. The public service of national fitness needs to improve the service quality by means of science and technology, while the high-quality development pursues technological innovation and industrial upgrading, both of which emphasize the key position of innovation in development; fourthly, the public service of national fitness and high-quality development emphasize fair sharing, aiming at narrowing the gap between regions, strata and groups. The public service of national fitness pays attention to eliminating regional differences and improving the accessibility and quality of the public service of national fitness, while the high-quality development pays attention to income distribution and social protection, both of which are committed to realizing equitable development and shared prosperity; fifthly, the public service of national fitness and high-quality development both pay attention to coordinated development, emphasizing the coordination and cooperation of multiple departments and fields. The public service of national fitness involves the integration of sports, education, health, urban planning and other fields, while high-quality development requires the coordinated development of industry, science and technology, environmental protection, people's livelihood and other fields. Both of them need to break down departmental barriers and realize policy coordination and resource integration; public service and high-quality development of national fitness emphasize open cooperation and international exchange and interaction. In the field of public service of national fitness, international exchanges and cooperation can introduce advanced sports ideas, technology and management experience, and promote the development of sports in our country. High-quality development also needs to seek resources, markets and technologies on a global scale, learn from international advanced experience, and realize industrial upgrading and structural optimization. Both need to actively participate in international cooperation to create a new pattern of development that is more open and inclusive.

3.2 Practical level

The public service of national fitness and high-quality development not only coincide with each other in goal, but also promote each other in the process of promoting implementation. The popularization and promotion of public service of national fitness needs high-quality development to provide good infrastructure, high-quality coach resources, scientific sports guidance and other conditions, which will drive the development of sports

equipment, fitness service, sports events and other related industries, thus promoting the expansion of domestic demand and providing market power for high-quality development. At the same time, the public service of national fitness is helpful to enhance the national physical quality, health consciousness and spirit of unity and cooperation, and provide a good social environment for high-quality development. A healthy national physique and cohesion are conducive to improving productivity and promoting sustained and stable economic development. The promotion of national fitness public service to national health is helpful to prolong life expectancy and reduce the incidence of diseases, thus optimizing population structure, reducing the pressure of social pension and medical treatment, and creating more relaxed conditions for high-quality development. The promotion of public service of national fitness can cultivate more excellent athletes, win honors in international competitions and enhance the national image. This is conducive to improving the country's status in the international community and providing a good external environment for high-quality development.

3.3 Policy planning level

The construction of the public service system of national fitness and the implementation of the high-quality development strategy need the policy support of mutual cooperation. The public service system of national fitness and the strategy of high-quality development pay close attention to the national well-being and social progress. Policy support can ensure effective coordination between the two sides in the process of resource allocation, goal formulation and implementation, avoid repeated investment and resource waste; the construction of public service system for national fitness will help to improve the national health level and quality of life, and then provide healthier human resources for high-quality development. At the same time, the implementation of high-quality development strategy also provides infrastructure, high-quality resources and scientific and technological support for the public service system of national fitness. Policy support can enable both sides to give full play to their respective advantages and jointly promote economic and social development. The construction of the public service system of national fitness requires that all strata, regions and people can enjoy the fitness resources equally, which is helpful to eliminate the regional differences, increase the investment, improve the accessibility and quality of the public service of national fitness, and realize the shared development in the requirement of high quality development. Promoting the deep integration of public service and high-quality development of national fitness is an important measure to realize effective coordination, give

full play to complementary advantages, implement goals, promote fairness and innovation drive, and jointly promote the improvement of national health level and social economy.

On the whole, it is inevitable to combine the public service of national fitness with high-quality development. The high-quality development of public service of national fitness is the necessary result of the development of the times, and is an important practice of the Party and government's development thoughts such as taking the people as the center, putting the people's interests in the highest position, all development for the people and striving for happiness for the people wholeheartedly. It is the overall inheritance of the achievements of the past national fitness cause construction, and the calm response to the existing situation and existing problems. It is also a systematic plan to deeply study and judge the form of great changes that have never occurred in the current century, constantly build the bottom line of people's livelihood, promote socialist modernization, healthy China and the development process of a powerful sports country. It is also based on the people's sense of acquisition, happiness and security, and strives to meet the people's expectation for high-quality life.

4. Systematic Deconstruction of High-quality Development of Public Service for National Fitness

The high-quality development of public service of national fitness is a localized term with China characteristics that emerges as the times require. It is an effective theoretical way to clarify the connotation of high-quality development of public service of national fitness by systematically deconstructing and analyzing the high-quality development of public service of national fitness. The term "high-quality development" is a combination of "high-quality development" and "national fitness public service." In theory, the essence of the high-quality development of public fitness services for all is a new term that combines the general characteristics of "high-quality development" and the particularity of "public fitness services for all." Therefore, the essence of deconstructing and analyzing the high-quality development of the public service of national fitness is to extract the key characteristics of high-quality development and the public service of national fitness on the basis of interpreting the two proper nouns of high-quality development and public service of national fitness, and to systematically analyze the high-quality development of public service of national fitness from the essence of service.

Conceptually speaking, the high-quality development of the public service of national fitness belongs to the concept of "service." There is no essential difference between the high-quality development of the public service of national fitness and the public service of national fitness,

public service and service in the general service process. The difference between the high-quality development of the public service of national fitness and the public service of national fitness is that the high-quality development of the public service of national fitness requires the complete adaptation of the service supply and the service demand of the masses in terms of results. This kind of complete adaptation includes not only the adaptation of supply content and demand content, but also the adaptation of supply quality and demand quality, supply response rate and demand variability.

It should be noted that the high-quality development of national fitness public service is not only a result variable, but also a process variable. People's demand is always dynamic, between people's demand and social development can only maintain a state of relative conservation, the change of social environment, economic conditions and other factors, will also bring people at this stage is not satisfied and new demand was born. Therefore, from the perspective of process dimension, the high-quality development of public service for national fitness is also a circular process in which service providers design service content, provide service to service objects through service channels, and realize the matching between service results and mass service demands.

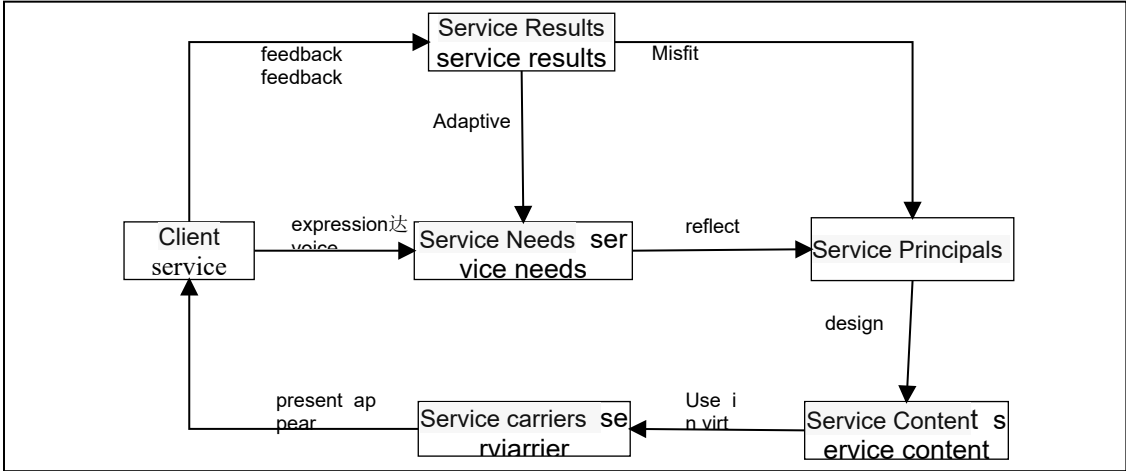


Figure 3. "Process-result" dimension under the national fitness public service quality development analysis framework

It can be found that the high-quality development of public service of national fitness under the process dimension mainly includes service object, service demand, service subject, service content, service carrier and service result link, as well as the whole process of service transmission under this framework. Deconstruction and analysis of the high-quality development of public service for national fitness will also be carried out mainly from these links.

The service subject refers to all kinds of organizations and units that undertake the duties of service provision, organization and management in the public service system of national fitness. Including government departments, social organizations, enterprises and institutions, schools, etc.. Government departments are the leaders of the public service of national fitness,

which is responsible for policy formulation, planning, supervision and resource allocation. Social organizations, enterprises and institutions, schools, etc. are responsible for providing fitness venues, organizing activities, training coaches and other specific services in their respective fields.

Service content refers to the various fitness programs, activities and courses involved in the public service of national fitness. The content is designed to cater to people of all ages, genders, health conditions and interests. The service content should be rich and diverse, including aerobic exercise, strength training, sports rehabilitation, group courses, etc.. At the same time, the service content should be constantly innovative to adapt to the changes in social development and people's health needs.

Service carrier refers to the place, facilities and equipment that carry the public service of the national fitness. The service carrier should have a complete function, good accessibility and suitable environment. In order to ensure the popularity and convenience of the public service of national fitness, the government and relevant departments should invest resources in the construction of parks, gymnasiums, fitness paths and other facilities, to provide adequate exercise space and equipment.

The service result refers to the influence of the national fitness public service on personal health, and social and economic impact. The service results can be evaluated from multiple dimensions, such as participation rate, health level, social harmony, etc. The high-quality development of public service of national fitness should improve people's physical quality, reduce the incidence of diseases, enhance the health consciousness of the masses, promote social communication, improve the quality of life, and contribute to the economic development and social progress of the country.

Service conduction refers to the transmission process of public service of national fitness from service subject to service object. This process involves the formulation of policies, the allocation of resources, the organization and promotion of services and other links. In order to realize the efficient transmission of services, the government and relevant departments should formulate scientific and reasonable policies, optimize the allocation of resources, improve the level of service organization and management. In addition, we should pay attention to the publicity and promotion of services, enhance the social atmosphere of national fitness, and stimulate people's enthusiasm to participate in fitness.

The service purpose is the ultimate pursuit of the public service of national fitness, including improving people's health level, promoting social harmony, developing sports industry, etc. High quality public service of national fitness should pay attention to the diversified needs of individuals and groups, and provide services that meet the needs of people's life style and health. At the same time, the purpose of service should also pay attention to the fitness needs of vulnerable groups to achieve health equity. In order to achieve the purpose of service, the government and relevant departments should increase investment, improve the service system, improve the quality of service.

Service demand refers to people's expectations and requirements for the public service of national fitness. The satisfaction of service demand is an important index to measure the quality of public service of national fitness. Service demand includes the demand for fitness venues, facilities, equipment, projects, activities and courses. In order to meet people's service needs, the government and relevant departments should strengthen the demand investigation and analysis, understand people's fitness habits, needs and expectations, so as to provide more accurate and personalized services for people.

The analysis framework of high-quality development of national fitness public service is a comprehensive system covering service subject, service content, service carrier, service result, service transmission, service purpose and service demand. In order to achieve the goal of high-quality development of public service for national fitness, the government and relevant departments should optimize policies, resource allocation, service organization and management from multiple levels to improve the quality and effect of public service for national fitness.

Conclusion

This study systematically deconstructs the theoretical and operational logic of high-quality development in China's National Fitness Public Service. The findings reveal three core insights:

Dynamic Adaptation: The "process-result" framework demonstrates that continuous feedback loops between service providers and users are essential for aligning supply with evolving public demands. For instance, digital tools like blockchain can enhance transparency in resource allocation, while AI-driven platforms enable personalized fitness solutions. **Multi-Actor Collaboration:** Achieving HQD requires breaking down administrative silos and fostering synergy among government, market entities, and civil society. The case of Shandong Province illustrates that over-reliance on top-down governance exacerbates regional disparities, whereas decentralized models (e.g., public-private partnerships) improve service accessibility.

However, limitations persist. Future research should explore cross-national comparisons (e.g., EU sports policies) and longitudinal studies on the impact of digital platforms. Policymakers must prioritize equity-oriented investments and institutionalize performance evaluations to ensure sustainable development. By bridging theoretical gaps and providing empirical evidence, this study contributes to global dialogues on inclusive public health governance.

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Liang Deng: t Propose topics, find data cases, write revised articles, etc.

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