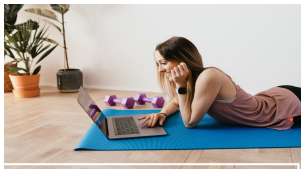


Project Description

Exercise motivation through Social Media, Gender and Content-type

Aim: The study aimed to explore characteristics of social media content that may reinforce or suppress healthy behaviours such as exercise. Social media has become a common platform to publicize diet and exercise behaviours and communicate general views regarding fitness and well-being by both males and females. This study aimed to examine how the influence of exercise-related social media content on exercise motivation might differ across content type (with images vs without images) and gender (males vs females).



Source: <https://www.pexels.com/photo/slim-woman-browsing-laptop-on-yoga-mat-4498452/>

Participants: 132 participants (91 females / 37 males) aged between 18-50+ were used for statistical analyses.

Design: Participants were randomly assigned to survey I or survey T. Survey I consisted of exercise-related social media posts with an image. Survey T presented exercise-related posts with only text. Participants rated the extent to which they felt each social media post motivated them to exercise, would inspire others to exercise, and was posted for extrinsic reasons such as approval. Participants also completed other measures of individual differences, including their own exercise activity.

Results: Contrary to expectations, the study found that participants reported more motivation to exercise from posts without an image. However, participants also expected others to be more motivated by the stimuli than themselves, and males rated more posts for being made for external purposes than females. These findings may be applied to social media users and future research to enhance our understanding and add to the growing area in determining the most effective way to promote healthy exercise behaviours through social media.

