

# Funky Fitness

Testing theories and  
assumptions about personal  
fitness

# Music as a Performance Enhancing Drug

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In recent years there has been a proliferation of research attempting to uncover the factors that make exercise seem less cumbersome on a person's mental or emotional state, rather than their physical state. This project aims to test and understand the support mechanisms that make a consistent fitness plan seem less daunting to the individual.

The first support mechanism to test is combination of music and exercise. Costas Karageorghis (Ph.D. from Brunel University of Sport and Education) states "music is like a legal drug for athletes."\* Karageorghis goes on to say that music "can reduce the perception of effort significantly and increase endurance by as much as 15 percent."

In this line of thinking, both the Boston and the Chicago Marathons do not allow athletes competing for prize money to use a music-playing device during their run.

To test if music actually impacts the perception of energy exerted, an in class experiment was conducted.

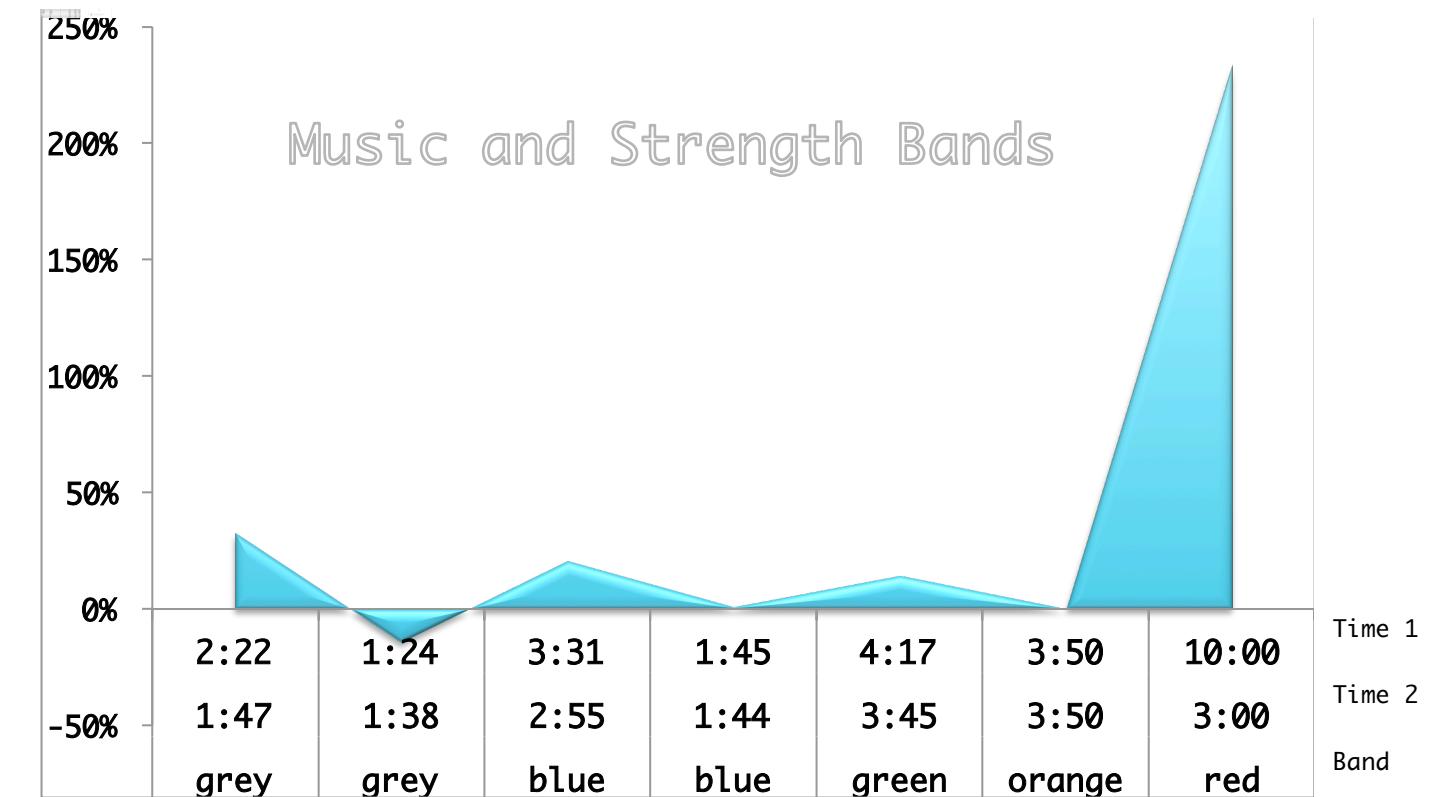
First, students were assigned strength bands and were timed based on how long they could hold the resistance. The following week students used the same resistance band and timed themselves while music was playing.

Performance results are particularly noticeable when the exercise is easier and the subject is not a trained athlete.

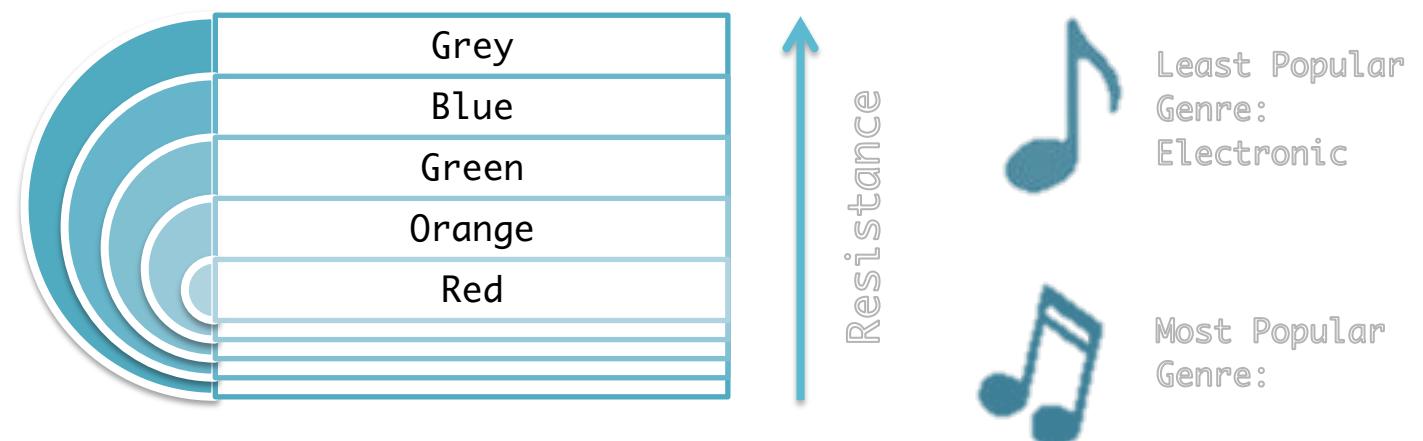
The graph shows the percentage improvement in time based on the ability to use the band. The most dramatic increases in performance came from the bands with least resistance (red) vs. bands with higher resistance (grey)

\*American Council on Exercise (ACE)- [acefitness.org](http://acefitness.org)





6 of 7 students had  
the same time or better with music



## Dance as an example of automated exercise

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The second test was a poll consisting of voting for one of six video clips. The question respondents had to answer was: Which video BEST represents using music to exercise? Not the best dancer.

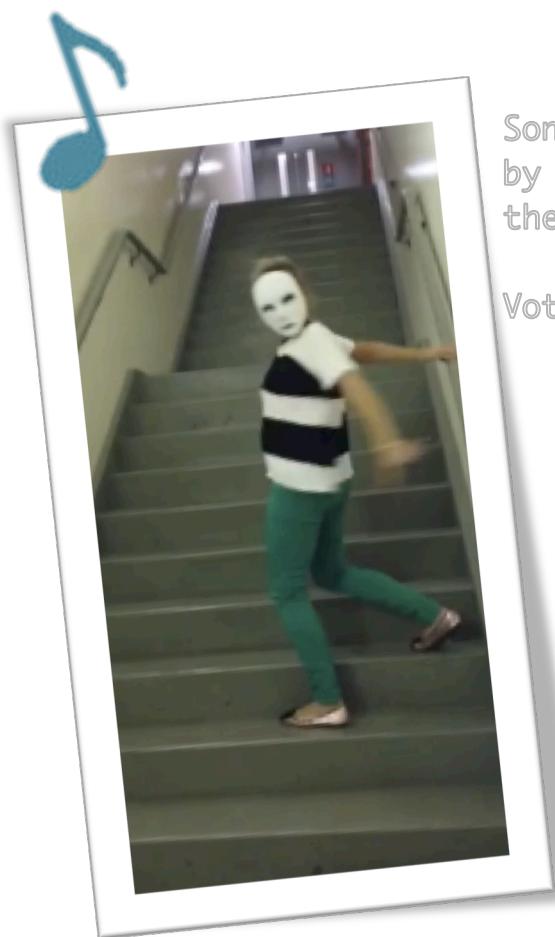
The video clips were 40 seconds each. In each video someone was dancing to the music of his or her choice. Each dancer in the video had an anonymous facemask and did not have direction on how they should dance. There were no duplicate dancers among the six videos.

The purpose was to poll people to find out which factors lead to the respondents decision to vote for a certain video. The goal was to see if the rhythm of the song, the choreography to the music, a consistent beat, or any other factor determined their selection.

The result was that the clip with the highest votes was due to collusion. The dancer requested that friends vote for his or her clip. This video was disqualified.

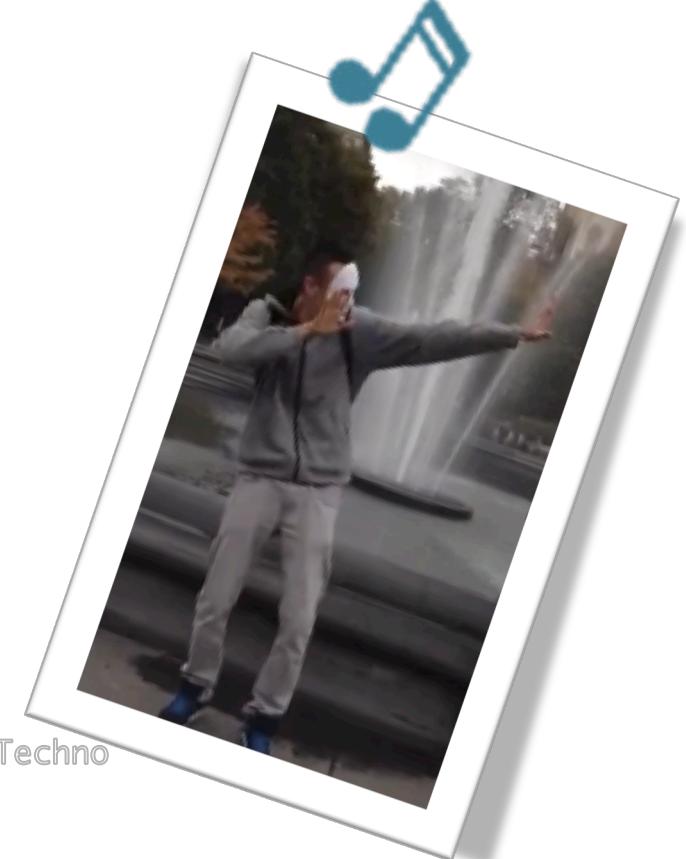
The clip with the highest authentic votes won by a landslide. Respondents chose the winning clip because the dancer had choreographed the dance to the beat of the music. This simulated a predictable and consistent “support system” whereby watchers were intrigued about the dance. Respondents claim that moving to the beat felt more like exercise, whether or not the dance actually exerted more effort than other dance clips.





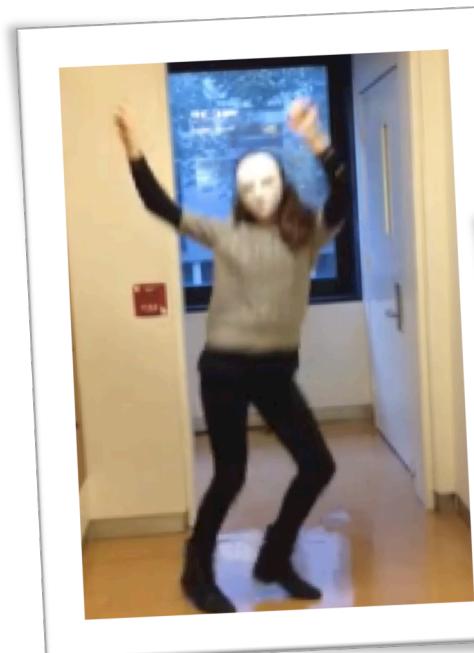
Song: "Alive"  
by Empire of  
the Sun

Votes: 20



Song: Techno  
remix

Votes: 5



## Willingness to pay for fitness assistant

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The third test was to determine the willingness to pay or interest in an assistant that would encourage you to exercise according to your regime for a nominal fee.

The assumption was that most people do not stick to a workout routine because there is no accountability to someone other than himself or herself. Additionally, if someone had to report back to someone than the fitness assistant could serve the dual purpose of creating accountability and a support system to encourage the exerciser.

To test this assumption, ads were placed on Craigslist in New York City, Chicago, and San Francisco. The first ad in New York only requested bids in response to the ad. This was meant to garner more insight and potential create a “deal” via Craigslist.

However, the results were poor. In fact, no one responded to the ad. Then to test price elasticity across different markets, one ad was placed in each city at a different quoted rate.

Unfortunately, there were no responses to the ads. However, this experiment did lay the groundwork for the next plan.



**ER RECLINER, \$79.** mild steel, 3/4" stainless  
**TWIN MATTRESS \$49.** steel, very good cond,  
**FULL MATTRESS \$79.** OBO 314-838-2225 or  
**KIT** 314-413-0325  
**\$79** CL > SF bay area > san francisco > services offered > skilled trade services

Reply craigslist reply address will appear here Posted: 2013-10-21, 7:05PM PDT

### For only \$5 I will ensure you complete your workout for 2 weeks (marina / cow hollow)

Getting motivated to go to the gym or complete a workout is very difficult! That is where I come in. For \$5 total. I am will call, email, text, send alerts, emails and funny videos once a day for a 2 week period. For this handsome bargain I will be your virtual gym buddy!

Why hire me?

1. to complete the dreaded workout routine with some entertainment
2. for the element of surprise
3. to have a story to tell your friends at work

- it's NOT ok to contact this poster with services or other commercial interests
- License info: Unlicensed

Posting ID: 414375865 Posted: 2013-10-21, 7:05PM PDT Updated: 2013-10-29, 12:25AM PDT [email to a friend](#)

Loft bed w/desk, bookcase, 5 dr. chest  
**\$350.00.** Girls kitchen set \$40 618-977-0889 or  
 618-377-0366

Drexel Mahogany Dir set, table/leaves, bu curved glass china cnet, (6) Lyre chair \$900/obo, will mail pictures. 636-949-2242

Table Series, contemporary, console, end cocktail, original pri \$1140, sell for \$600ob Pics available 573-450-6627

**PILLOW TOP**  
**QUEEN SET (2pc)** \$117  
**KING SET (3pc)** \$197  
 NEW! In plastic, Can deliver 636-397-3401

Sofa sleeper, dark green \$100 / 2 End tables w lamps, \$100 / Wingback chair, off white, ex cond, \$100 ★ 314-567-1871

Sofa & Sleeper sofa, Lazy Boy, country blue & plaid, \$500/Both. Dining rm hutch & table (2 lvs) 4 hrs, \$400. 314-330-7510

Time for Christmas: 9-Pc Dining Rm set French Provencial-style in solid fruitwood \$2000/obo ★ 314-469-3007

Walnut secretary desk (1947). Good cond. Top portion, 3-shelf, glass-enclosed. ★ \$950 ★ 636-458-7530 ★

**Washer/ Dryer, portable, stable, Kenmore**, 5 yrs old. A \$500 OBO (Wanting \$500 OBO. 214 900 4077)

CL > chicago > city of chicago > services offered > skilled trade services

Reply craigslist reply address will appear here Posted: 2013-10-21, 9:15PM CDT

### \$15 to be your virtual workout companion for 2 weeks!

Getting motivated to go to the gym or complete a workout is very difficult! That is where I come in. For \$15 total. I am will call, email, text, send alerts, emails and funny videos once a day for a 2 week period. For this handsome bargain I will be your virtual gym buddy!

Why hire me?

1. to complete the dreaded workout routine with some entertainment
2. for the element of surprise
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- License info: Unlicensed

Posting ID: 4143773295 Posted: 2013-10-21, 9:15PM CDT Updated: 2013-10-29, 2:40AM CDT [email to a friend](#)

**REFRIGERATOR** Kubota L3010 tractor  
 18 cubic ft 32 HP diesel 4x4  
 warranty \$1,250

CL > burlington > services offered > skilled trade services  
 Shih tzu Pups APR shots, 573 729-6886

Guaranteed, 573 729-6886

Dining room: Burlington House, all wood, table, 6 chairs, buffet, hutch, server, pads, like new \$775. 314-330-7510

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