

Case 6

Group 5

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CMU RAASTA

What can
I do?



“What are the most effective ways to motivate yourself to exercise, lift weights and eat healthier?”

Research Question

Research Methods



- ❑ **Secondary Research**
- ❑ **Primary Research:**
 - **Online Survey**
 - **Focus Group**



ONLINE SURVEY

18 males, 27 females, 45 total responses

**“What motivates
you to exercise?”**



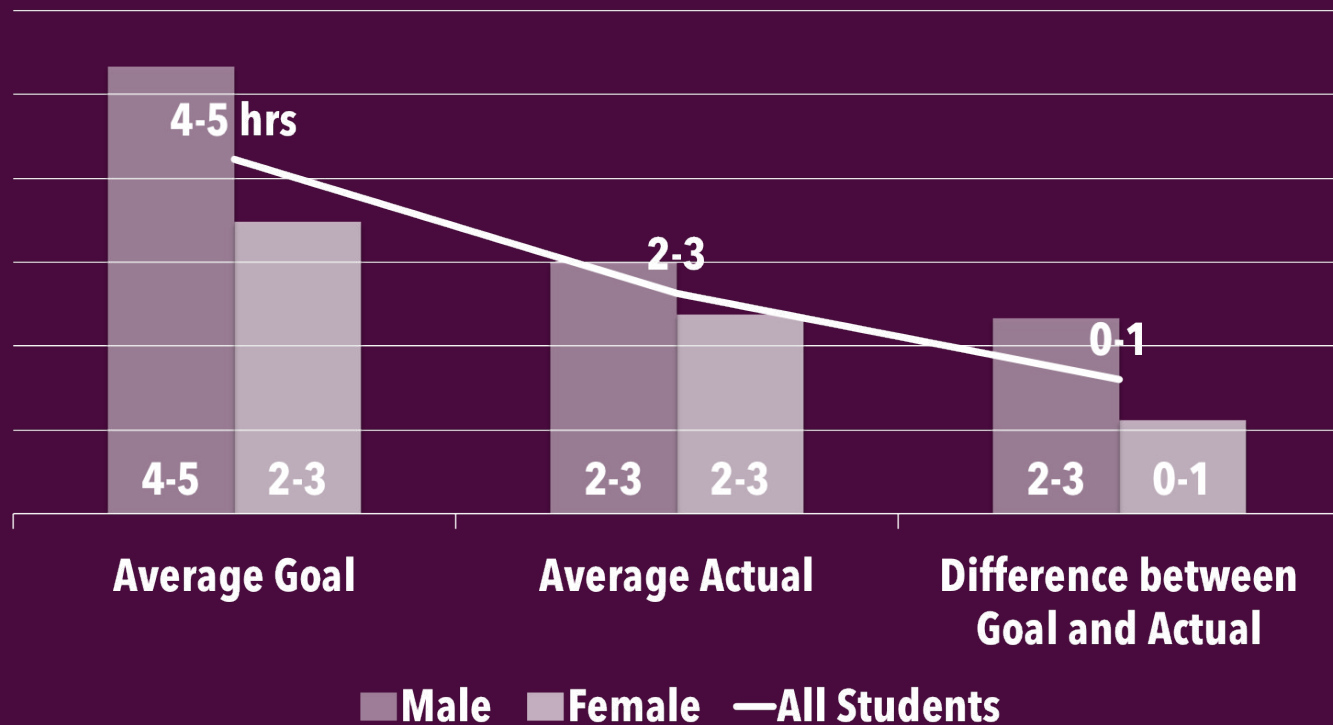
**Behavioral
maintenance
and adherence**



**INTRINSIC
MOTIVATORS
EXTRINSIC
MOTIVATORS**

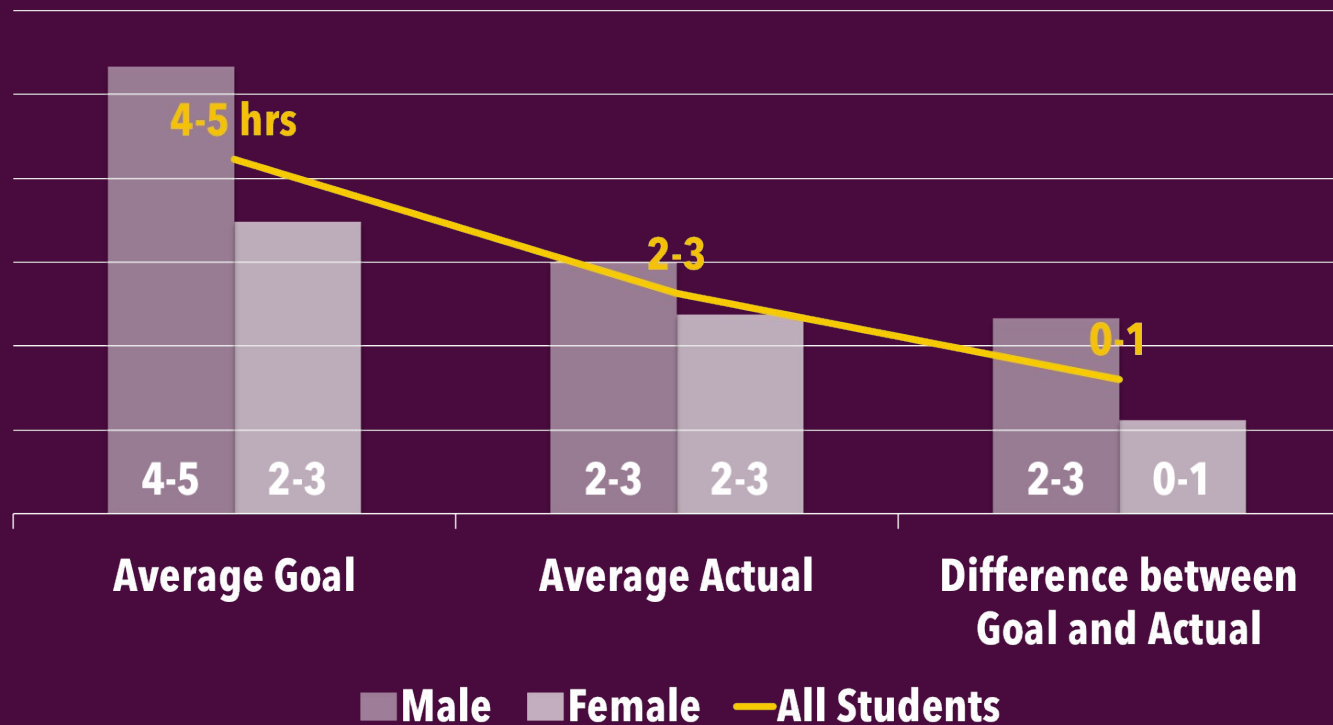
Marcus Kilpatrick PhD, et. al., (2005).
College Students' Motivation for Physical Activity

Goal and Actual Hours of Exercise



18 males, 27 females, 45 total students

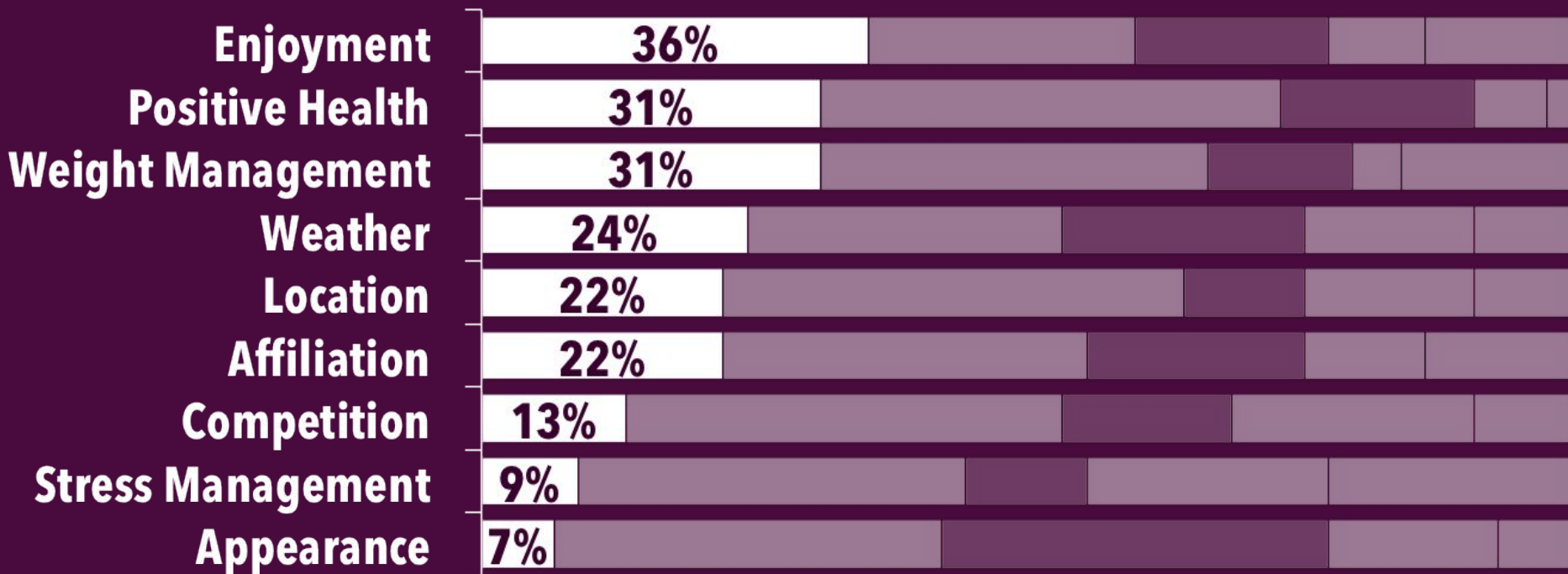
Goal and Actual Hours of Exercise



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Overall Most Important Motivators

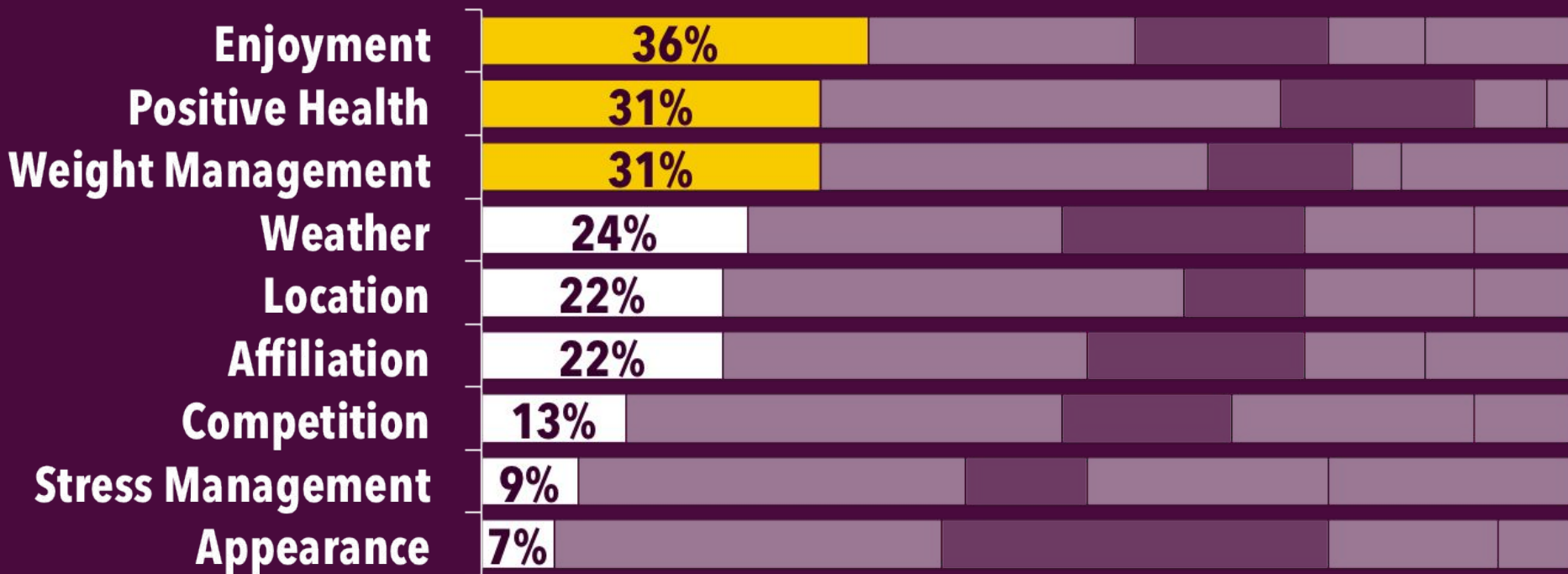
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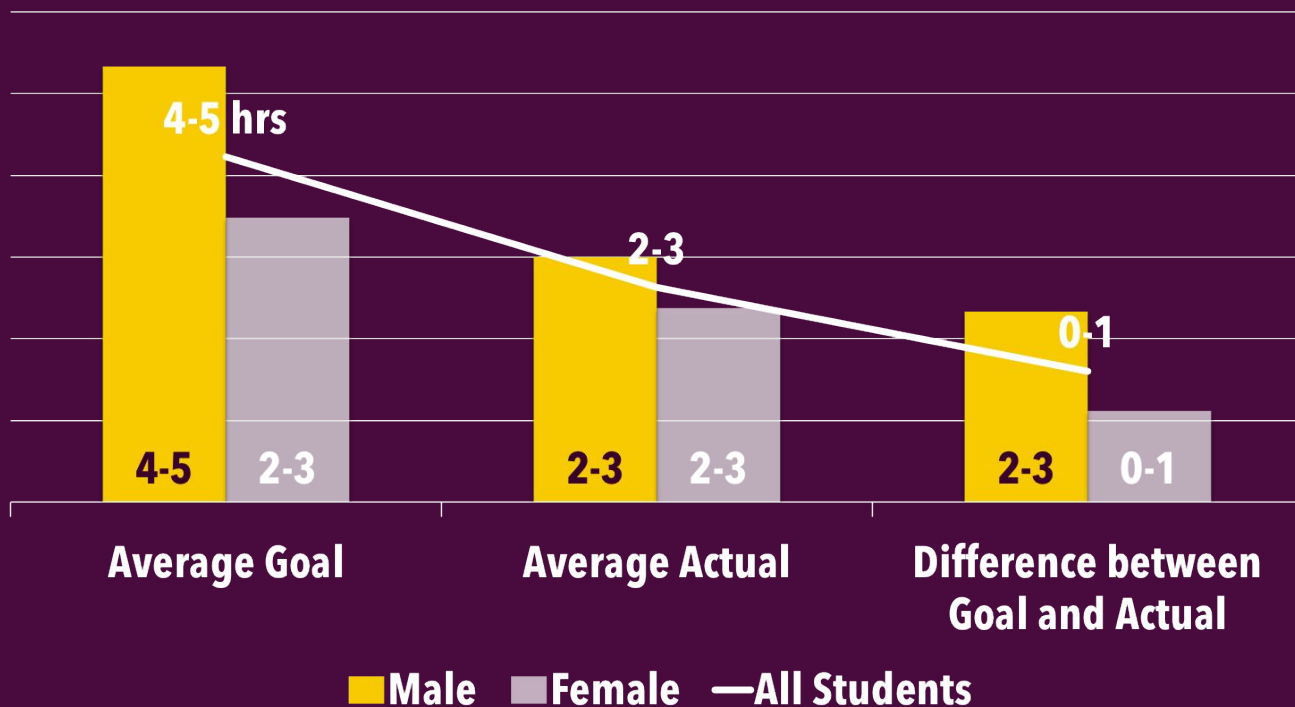
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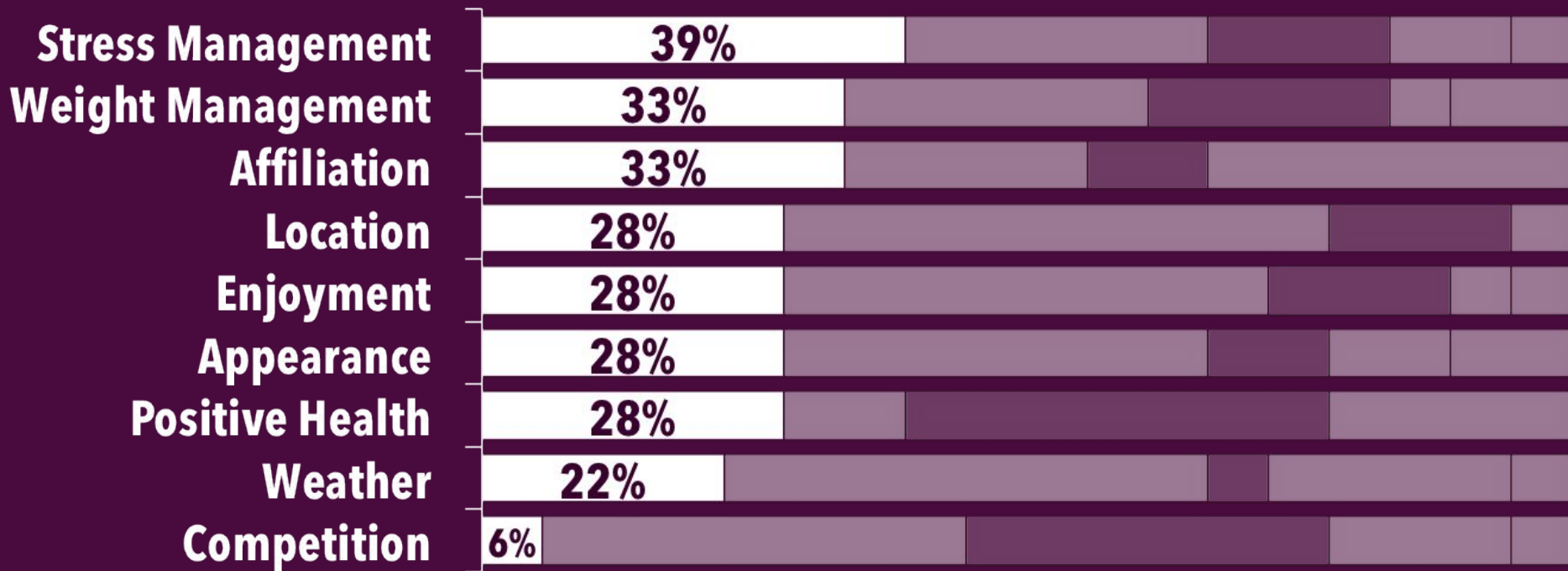
Goal and Actual Hours of Exercise



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Male Most Important Motivators

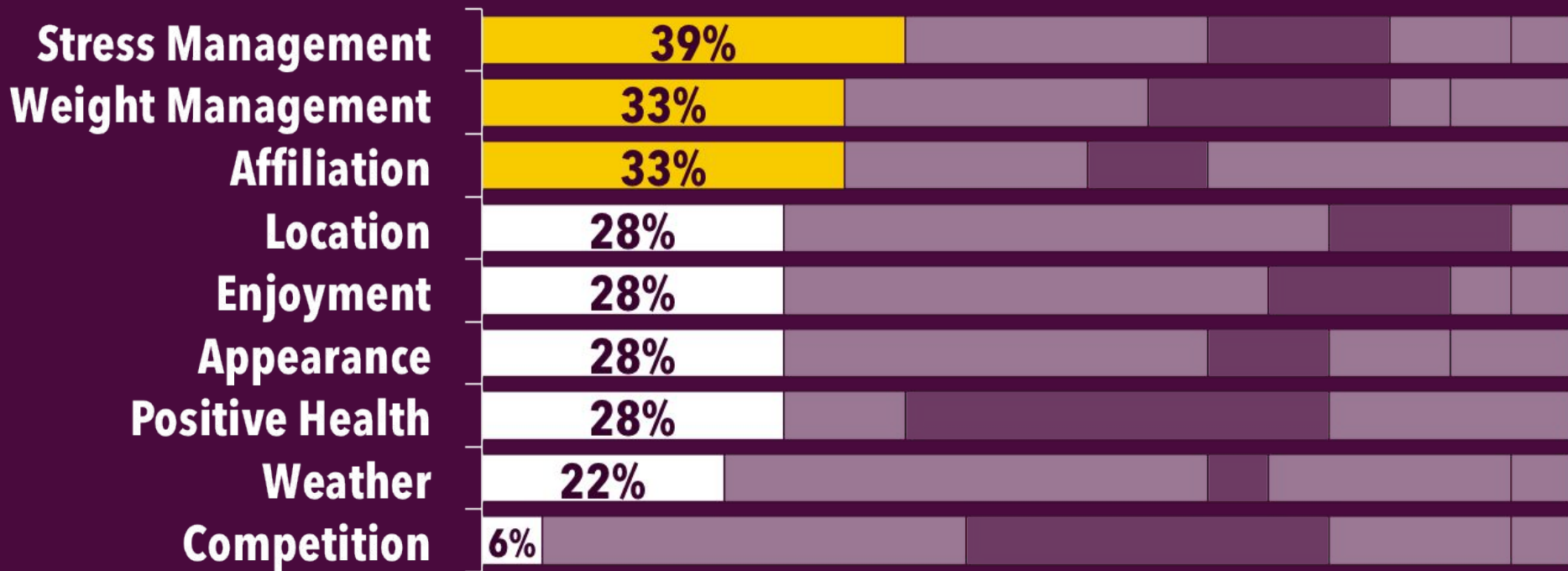
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18 males

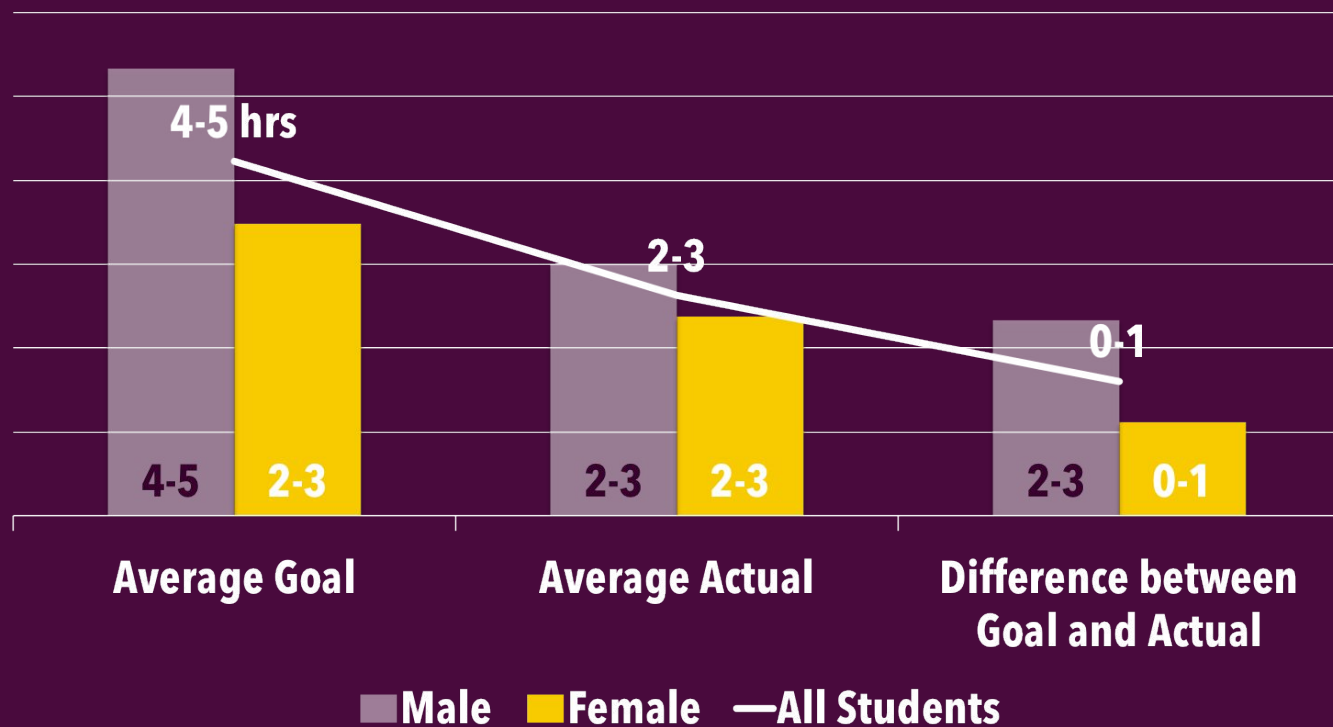
Male Most Important Motivators

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18 males

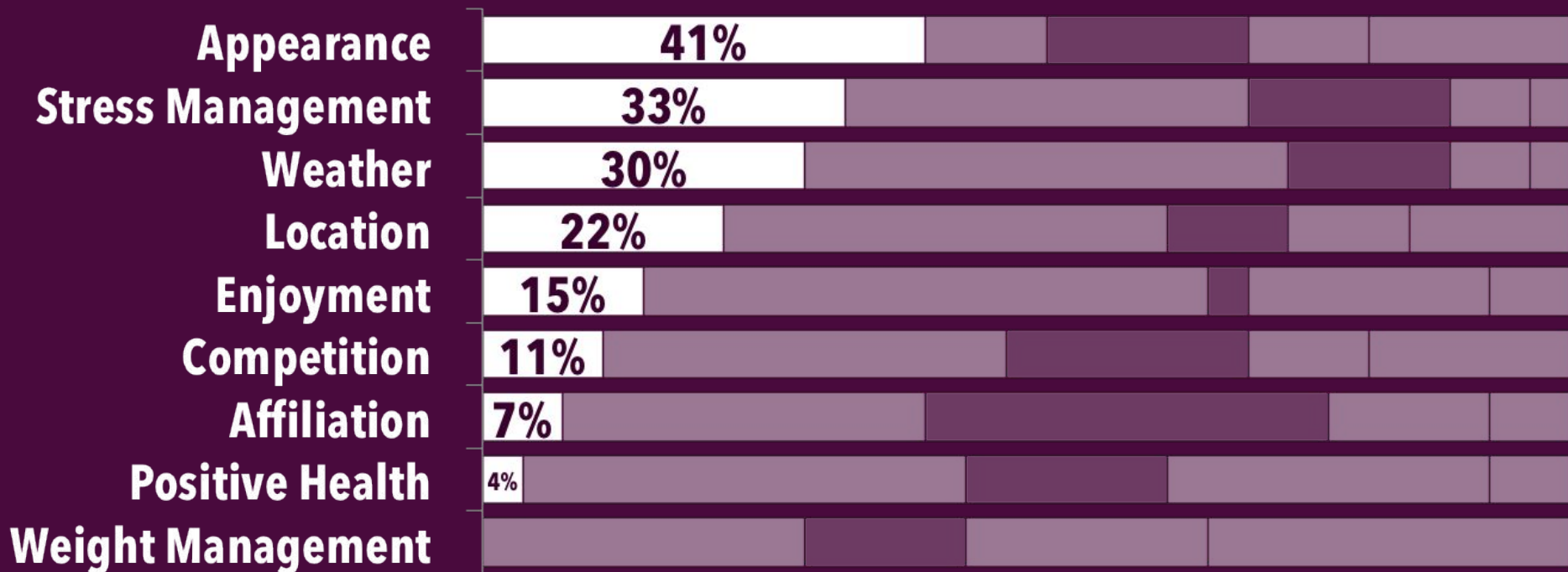
Goal and Actual Hours of Exercise



18 males, 27 females, 45 total students

Female Most Important Motivators

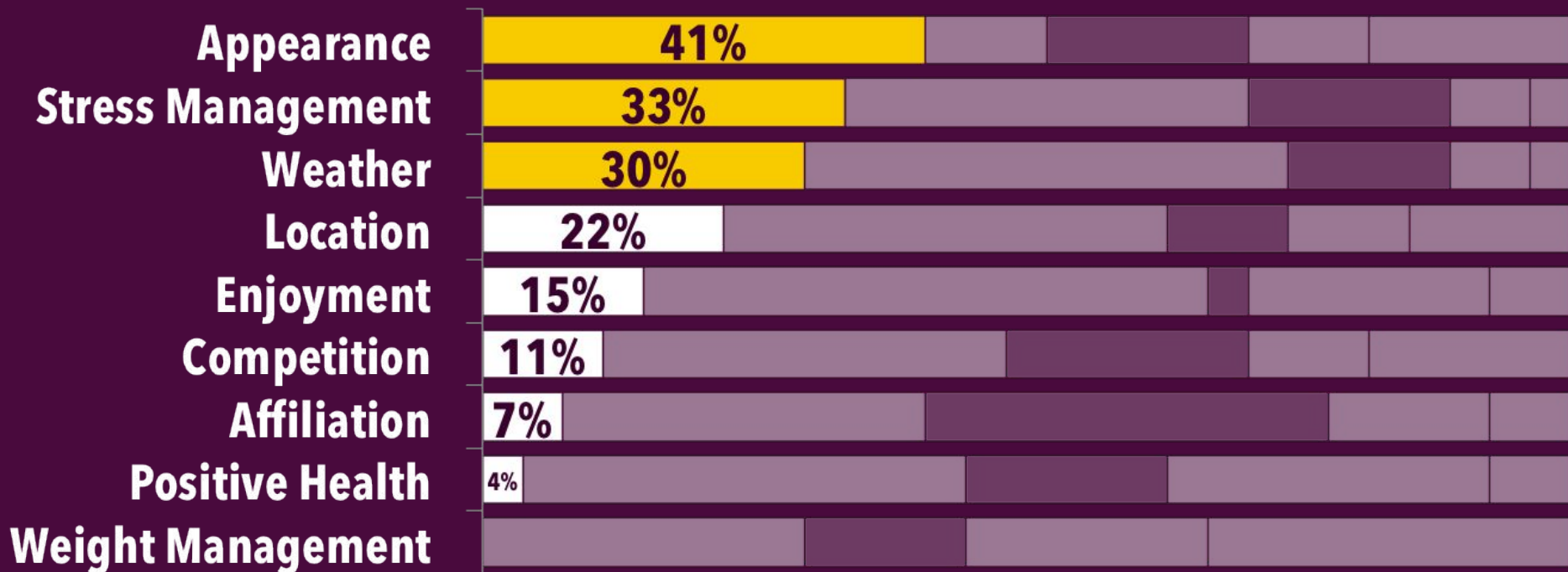
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27 females

Female Most Important Motivators

■ Most Applicable ■ Very Applicable ■ Applicable ■ Somewhat Applicable ■ Not Applicable



27 females



MALE

Performance factors
Stress management
Weight management
Affiliation



FEMALE

Weight status
Appearance
Stress management
Weather

**“What motivates
you to eat healthy?”**



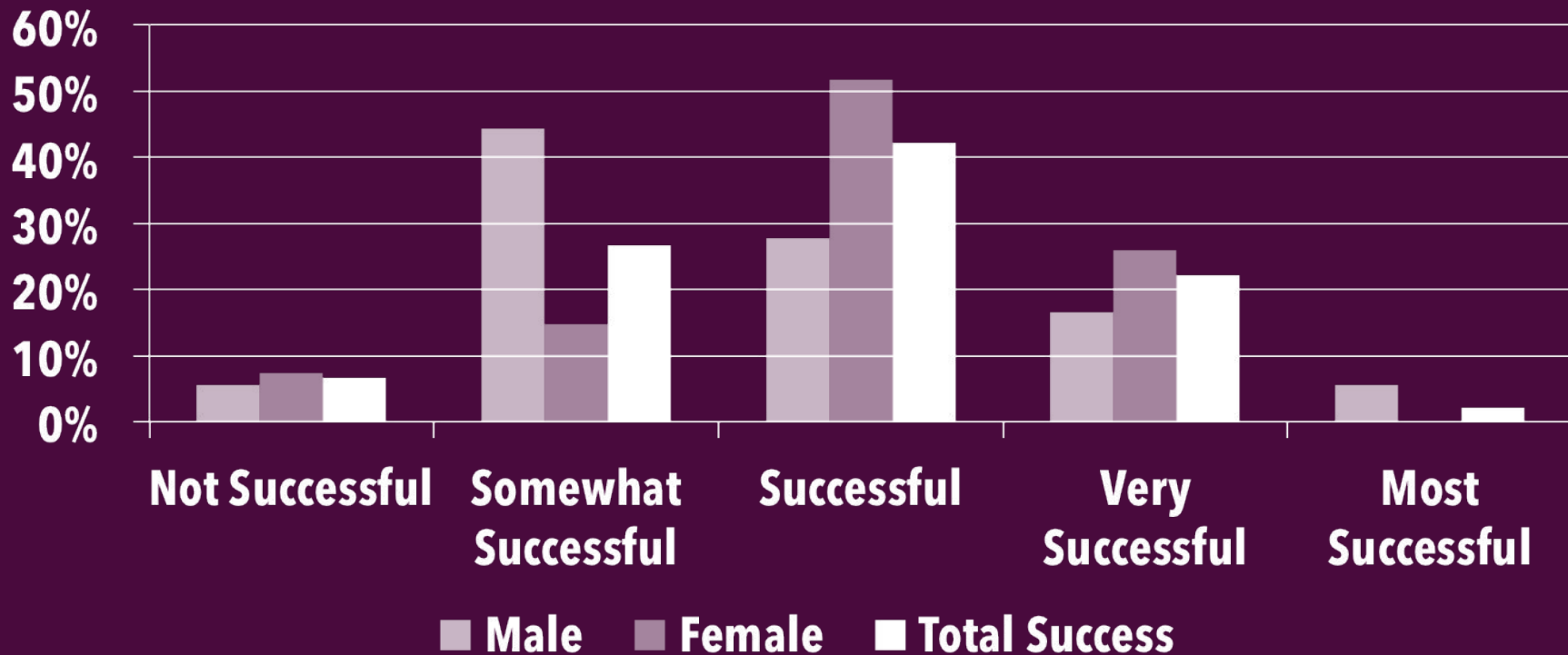


**Intention to
eat healthier**

FEMALES
MALES

Sameer Deshpande, et. al., (2009). Factors
Influencing Healthy Eating Habits Among College
Students: An Application of the Health Belief Model.

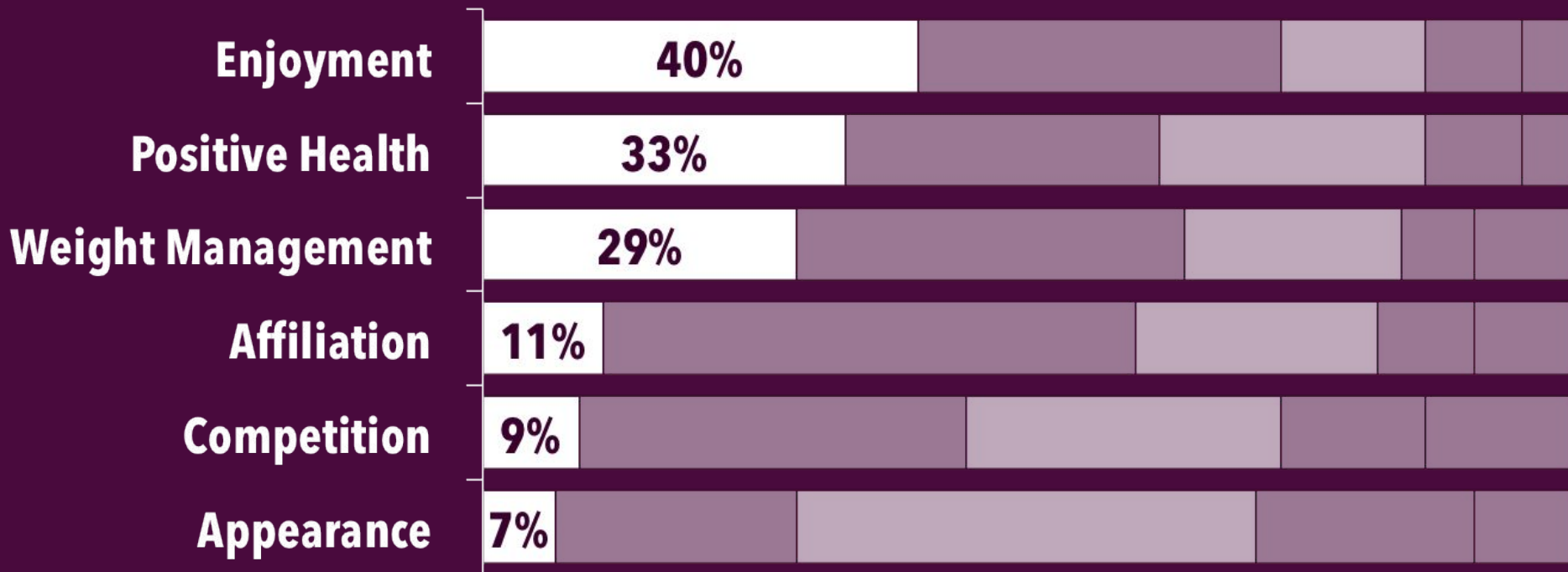
How successful do you maintain a healthy diet?



18 males, 27 females, 45 total students

Overall Most Important Motivators

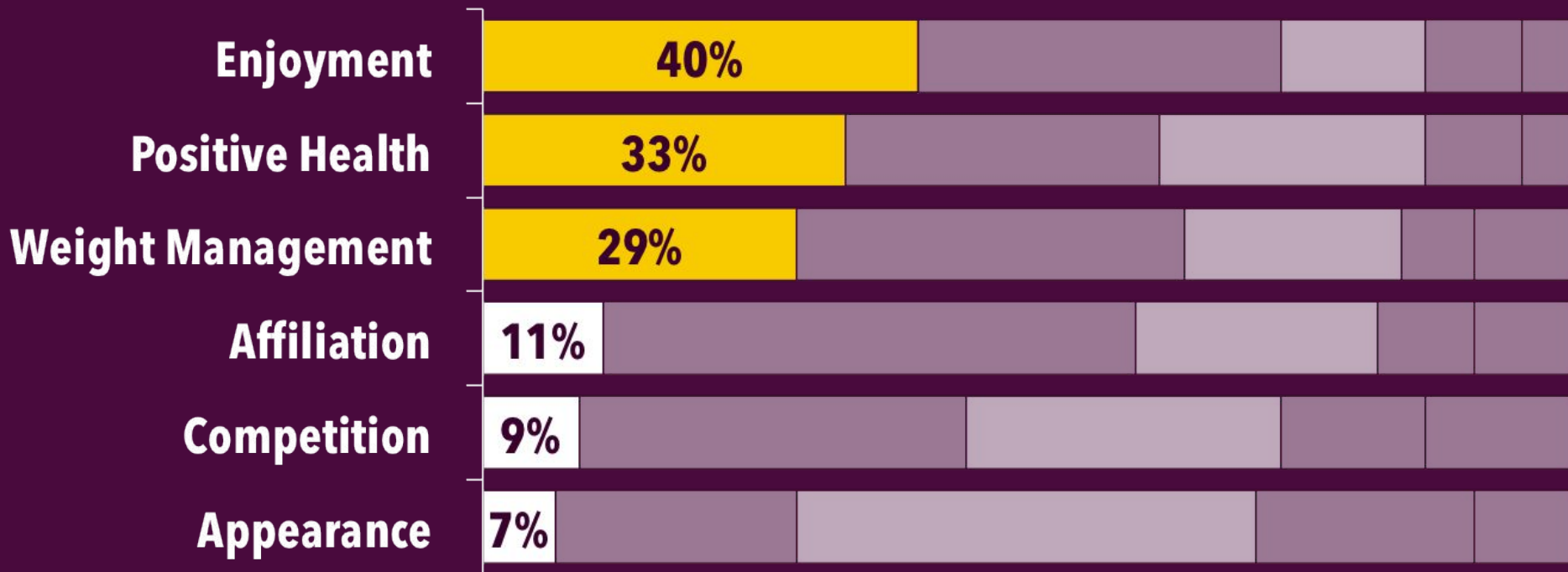
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Overall Most Important Motivators

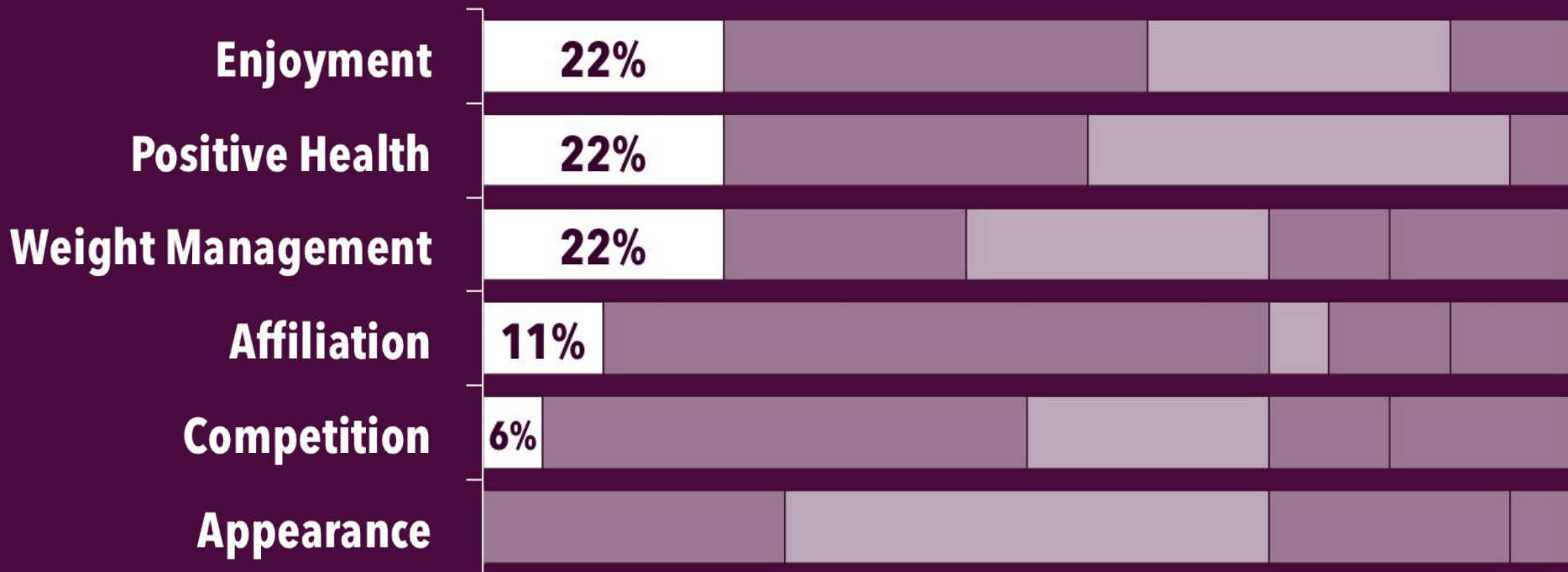
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18 males, 27 females, 45 total students

Male Most Important Motivators

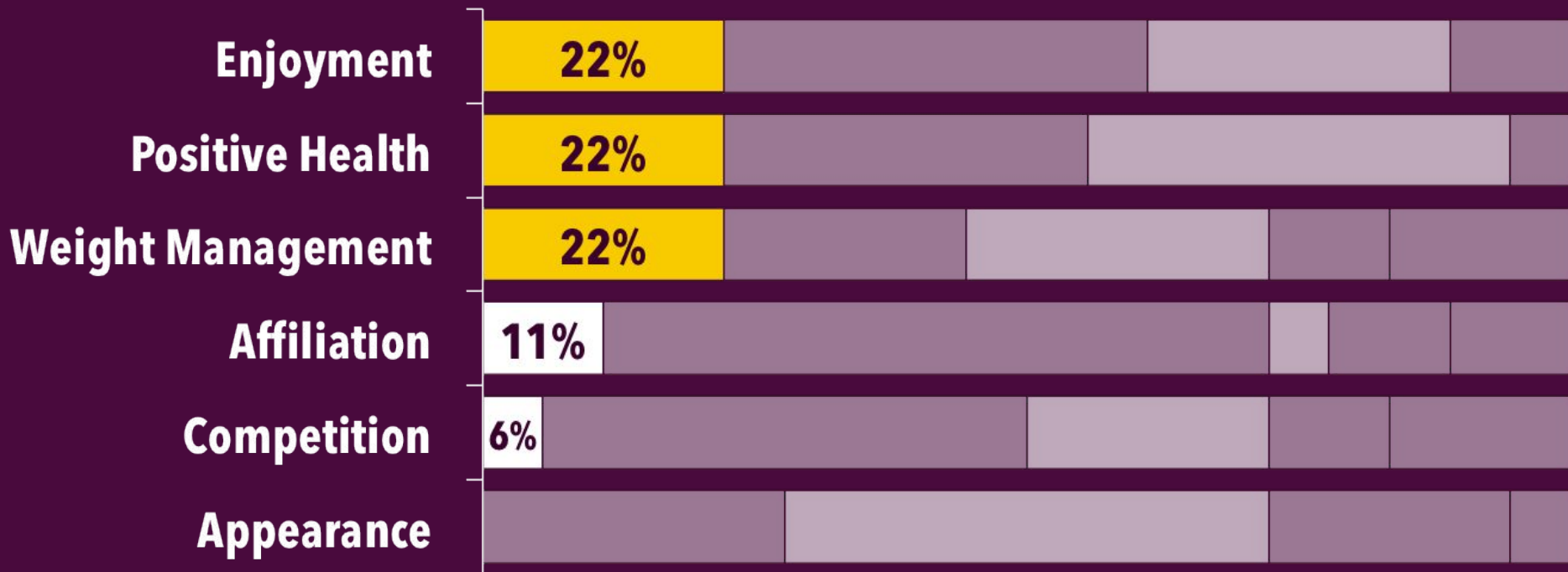
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18 males

Male Most Important Motivators

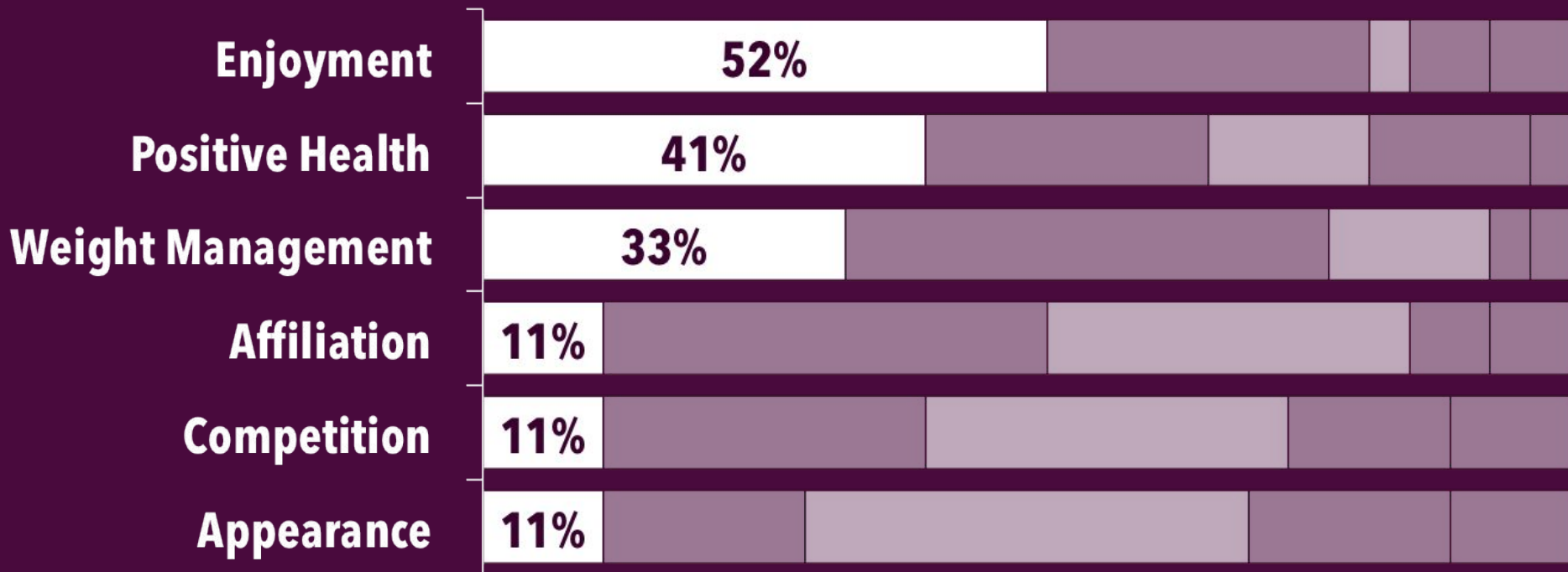
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18 males

Female Most Important Motivators

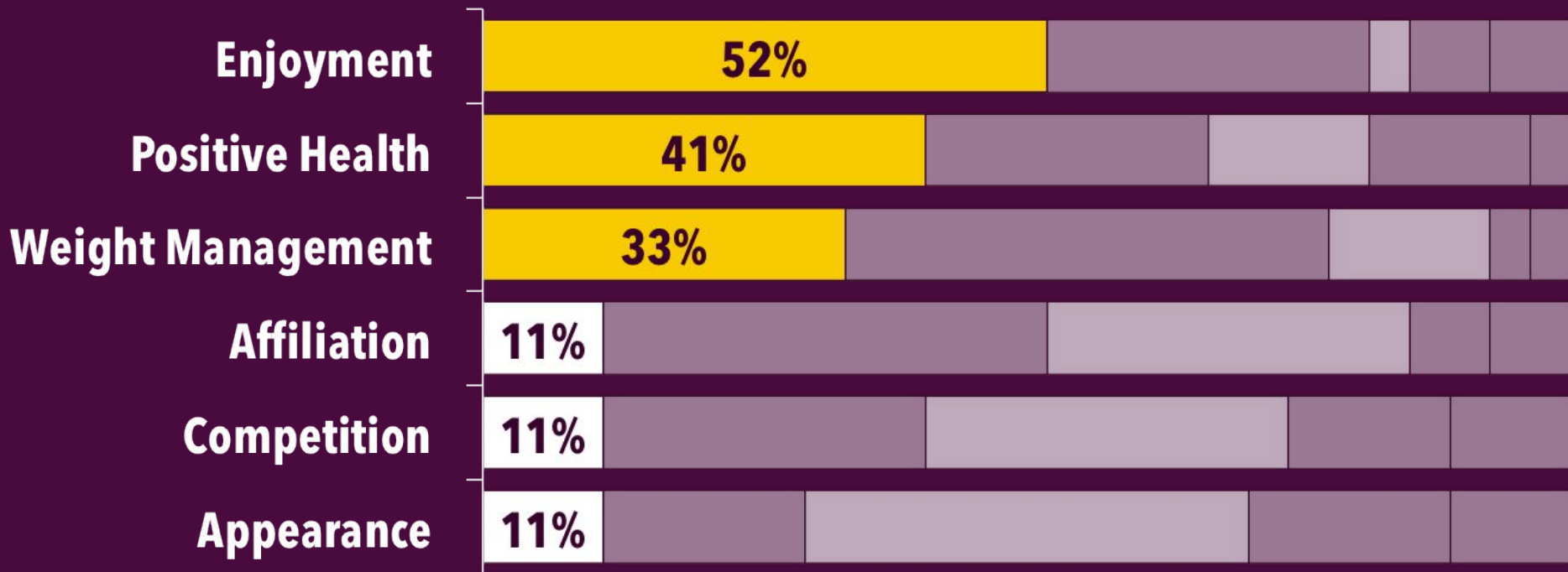
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27 females

Female Most Important Motivators

■ Most Applicable ■ Very Applicable ■ Applicable ■ Somewhat Applicable ■ Not Applicable



27 females



MALE

Enjoyment
Positive Health
Weight Management



FEMALE

Enjoyment
Positive Health
Weight Management



FOCUS GROUP

7 members of CMU Raasta (2 male 5 female)

What motivates you to exercise?

+ Internal motivators

- ❖ Helps relieve stress
- ❖ “Sane body sane mind”
- ❖ After exercising mind is fully charged
- ❖ Provides a satisfying feeling afterwards
- ❖ More about getting fit and less about losing weight
- ❖ Makes people feel healthy
- ❖ Personal Enjoyment: whatever type of exercise you like more motivates (eg: dance, sports teams)
- ❖ Guilt Compensation + balanced lifestyle
“Because I exercised I can eat a cookie”

STRESS MANAGEMENT + POSITIVE HEALTH
+ ENJOYMENT

Additional Motivators

- Good weather not that relevant
- Challenges with family and friends increase motivation
- Pressure of upcoming event increases motivation

“Being fit is always on my mind but i don’t exactly do it until some important event comes up”



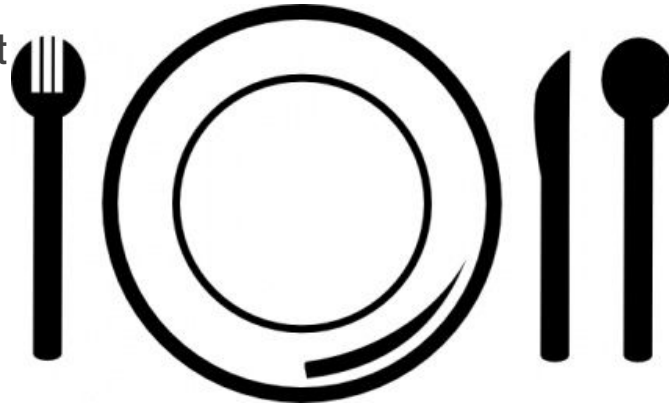
What motivates you to Eat Healthy?

External Motivators

- ❖ Parents' influence: When parents cook, motivation to eat healthier
- ❖ Convenience: availability of time, transportation, and menu options
- ❖ Formal settings pressure (interviews, business meetings, dinner parties at work)
- ❖ School environment + College life doesn't motivate (too much work, no healthy options)
- ❖ Information sharing motivates: pictures, tips, recipes, etc. (talking about it)

Additional Motivators

- Guilt compensation: to compensate for all the unhealthy food eaten
"When I eat a lot of bad unhealthy stuff, the next day I'll probably eat a salad to balance it"
- Cooking + Knowledge of ingredients
"Cooking helps you realize what you put into your food, so it motivates you to use healthier ingredients"





So what can CMU Raasta do?

Increase pull of both internal + external factors

EXERCISING

- Set group goals (vs Individual)
- Create more short-term goals
- Create specific communication channels for group exercise outings
- Accountability checks (ex. Log in exercise hours)
- Paired challenges and competitions



EATING HEALTHY

- More awareness of healthy options at CMU
- Combine resources to improve convenience
 - ex) carpool to healthy restaurants
 - ex) go grocery shopping together
 - ex) cook together and exchange recipes
- Accountability meal tracker sheets





CMU RAASTA

Yay! It
worked!



The image features a central horizontal band of dark purple color. Above and below this band, the background is white. Scattered across the white areas are several question marks of varying sizes and colors. Some are solid black, while others are a dark gray. The question marks are positioned at various angles, some pointing upwards and others downwards. The central purple band contains the word "Questions?" in a white, sans-serif font.

Questions?

Resources



- Marcus Kilpatrick PhD , Edward Hebert PhD & John Bartholomew PhD (2005) College Students' Motivation for Physical Activity: Differentiating Men's and Women's Motives for Sport Participation and Exercise, Journal of American College Health, 54:2, 87-94, DOI: 10.3200/JACH.54.2.87-94
 - Trevor Egli MS , Helen W. Bland PhD , Bridget F. Melton EdD & Daniel R. Czech PhD (2011) Influence of Age, Sex, and Race on College Students' Exercise Motivation of Physical Activity, Journal of American College Health, 59:5, 399-406
 - Sameer Deshpande , Michael D. Basil & Debra Z. Basil (2009) Factors Influencing Healthy Eating Habits Among College Students: An Application of the Health Belief Model, Health Marketing Quarterly, 26:2, 145-164, DOI: 10.1080/07359680802619834
 - Marquis, M. (2005), Exploring convenience orientation as a food motivation for college students living in residence halls. International Journal of Consumer Studies, 29: 55-63. doi: 10.1111/j.1470-6431.2005.00375.x
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