

Interview International Virtual Innovation Challenge

Date: 04-06-2021

Location: Munich

[Maximilian Speidel] After I have introduced you to our project, I would like to ask you a few personal questions. First of all, what is your name, how old are you and what do you do for a living?

"Sure, my name is Robin and I am a seventh semester psychology student."

How do you get around on a day-to-day basis?

"I only use public transportation and when the weather is good, I like to ride my bike or walk."

Do you do sport?

"Yes, I do sports 2 times a week. Due to the current situation I can not go to the gym, which is why I do exercises at home."

Have you ever been a member of a sports club?

"Yes, I was a member of a tennis club for several years."

Was? So, you are no longer a member, why not?

"I quit because I moved from Hesse to Munich. I then thought about joining a club here, but everything was very stressful in the first semester. In the end I never actively looked for a club."

Why do you think clubs lose members and what could they do about it?

"As in my case and what is known to me from my environment, many young people leave their hometown and then find other alternatives to build a circle of friends or do not dare to join a new club. In general, sports clubs have the image that children and seniors do sports there. Many then prefer the gym because of the more suitable age structure. So, from my point of view, a change of image would be necessary."

Often, the lack of communication regarding the level of professionalism in the club can also be a reason (Am I good enough?). This is especially noticeable in niche sports, which usually have a high level of professionalism. I could imagine that it also scares off a lot of potential members."

Thank you for the good input. Can I ask if you have ever been to a major sporting event?

"Of course, but I was not yet."

Why not?

"In my circle of friends this is not usual I think otherwise I would go."

When you think about big events in general, what could be done better to make them more sustainable?

"Limit consumption at events like trade shows there are always many promotional items such as keychains, pens, mugs, ... This should be banned, because most of the time we throw it away after all. At sporting events such as the Olympics are also sold a lot of souvenirs. But the overstock is thrown away, because no store sells after the event still cups with the inscription European Championships 2022."

Sustainable advertising also comes to mind. Do I need flyers or are there not enough ways to reach people online without producing paper waste?"

I would like to ask you a few questions about your special field. How to motivate people?

"A general distinction is made between internal and extrinsic motivation. Am I doing something because I enjoy it, or do I want to achieve a goal (reward)? Sport is an interesting field because both motivations are in fluid transition. I start doing sports to lose weight, then I realize that I enjoy it. So, a change from extrinsic motivation to intrinsic motivation. On the other hand, I am a member of a club, but have to pay for it or have obligations, which leads to stress, so I lose the fun of sports and have an extrinsic drive."

Why do we so often lose motivation especially in relation to our sports program?

"There is the theory of 21 days. If I do something for 21 days it becomes a habit, after that the probability that I stop again sinks drastically."

Reasons are of course time and the desire. The first goal should be how do I get my sports program successfully as a habit in my everyday life. Once that is accomplished, you can set new goals, such as losing weight."

Lastly, would you watch the event on TV or on location?

"I don't think I would go to the event. I only watch the World Cup on TV, because it's an activity you do with friends at a barbecue or when you meet for a beer. Other sports have a hard time with that.

The Superbowl has succeeded well in attracting other interest groups. You often get the impression that the halftime show is the real event. I usually watch it and then of course I see who's playing and who's winning."

Thank you for participating in the interview.

"You are welcome."