

Topic Introduction

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Overview

- 1 Initial Position / Context
- 2 Goal & Approach
- 3 Research Question

1 Initial Position / Context

Background, Data & Facts, Consequences

Background / Interests

Me

Bachelor in Computer Science

Minor in Media and Communication

Minor Science of Sport and Motricity

Sport: Athlete & Coach

Society

Stress / pressure at work

Demographical changes (ageing society)

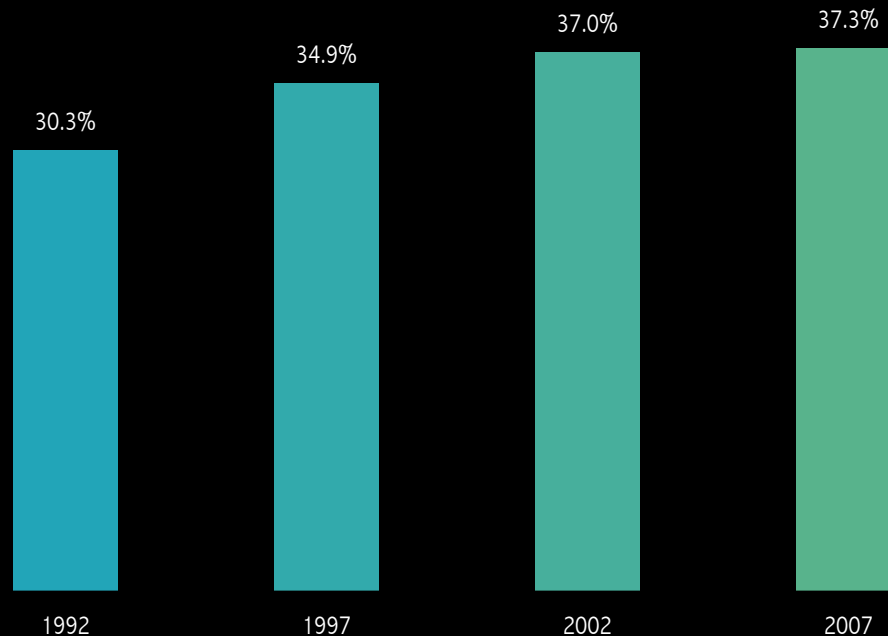
Motion deficit

Overweight and health problems (physical activity as an indication of health)

Overweight Problem

Overweight in Switzerland (BMI >25)

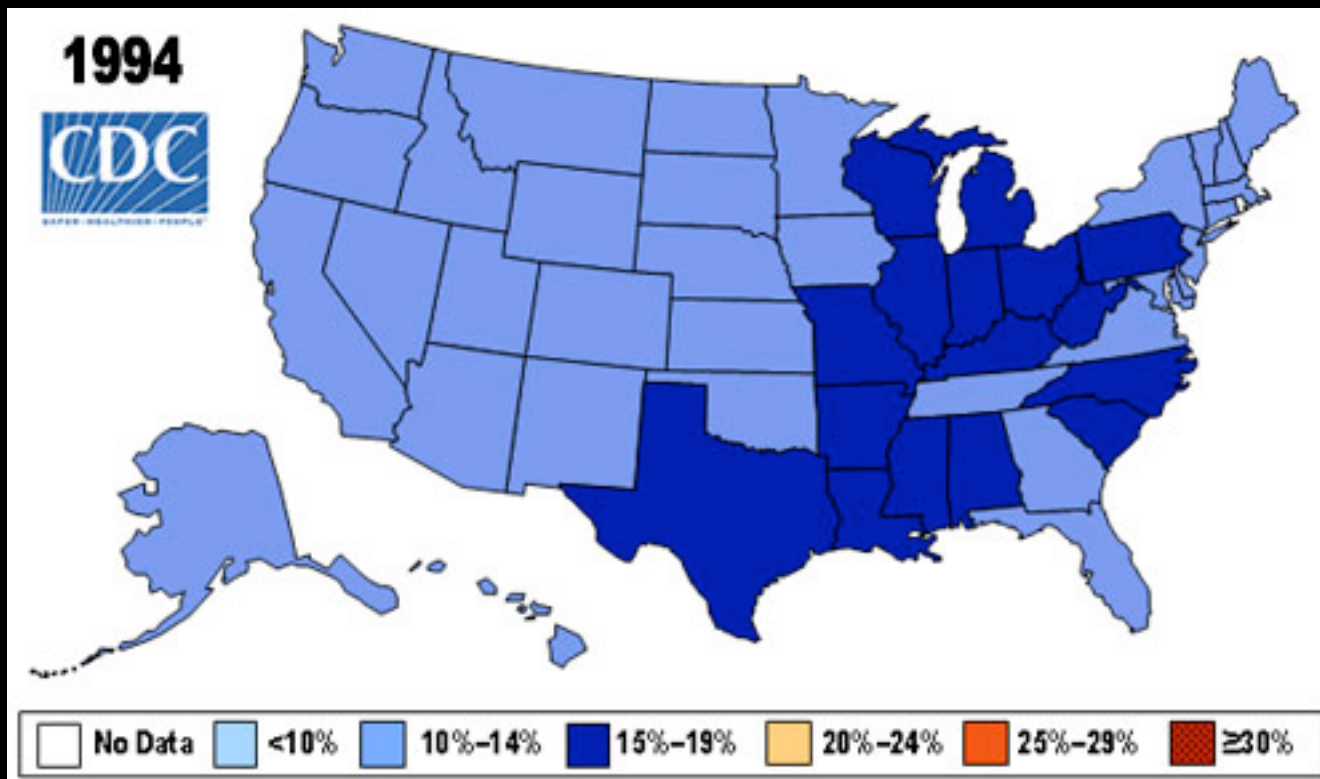
Percentage of population of age 15 and older



Source: Centers for Disease Control and Prevention, USA

Overweight Problem

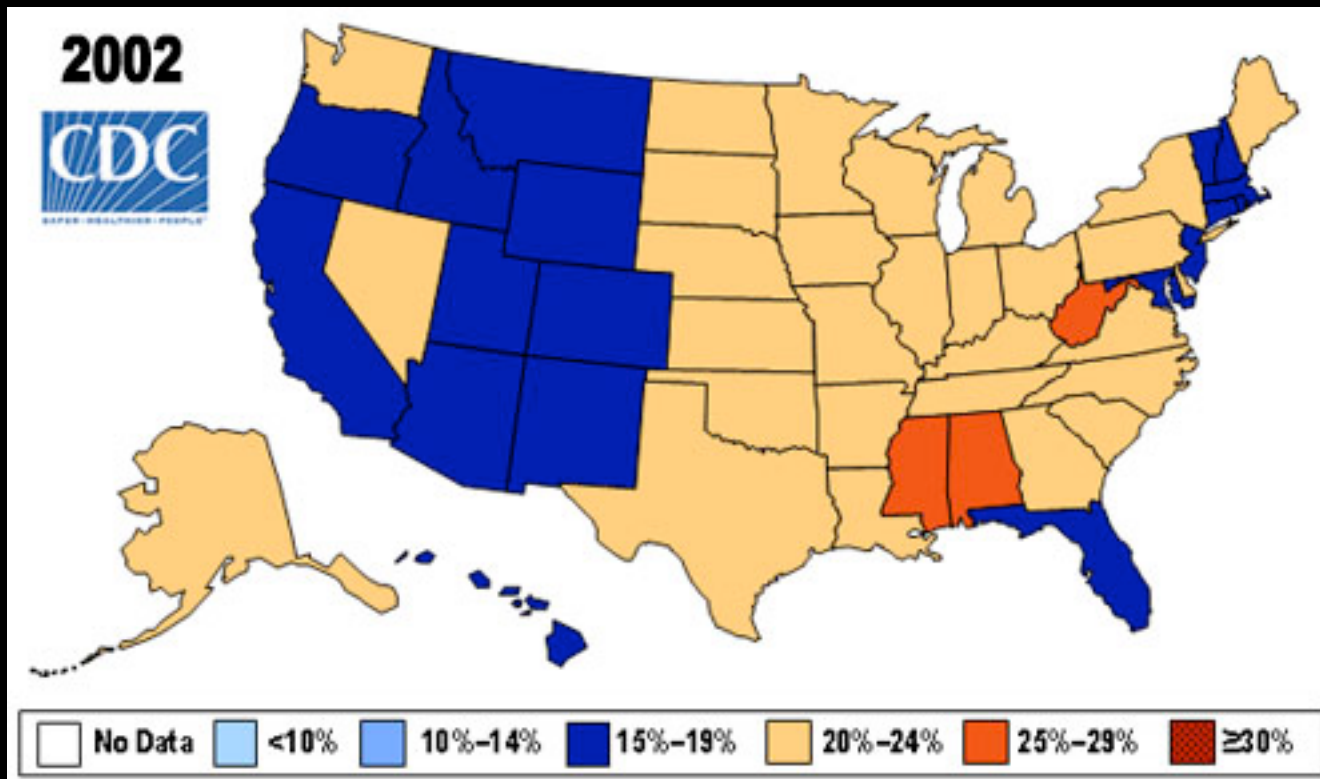
Obese in the US (BMI > 30)



Source: Centers for Disease Control and Prevention, USA

Overweight Problem

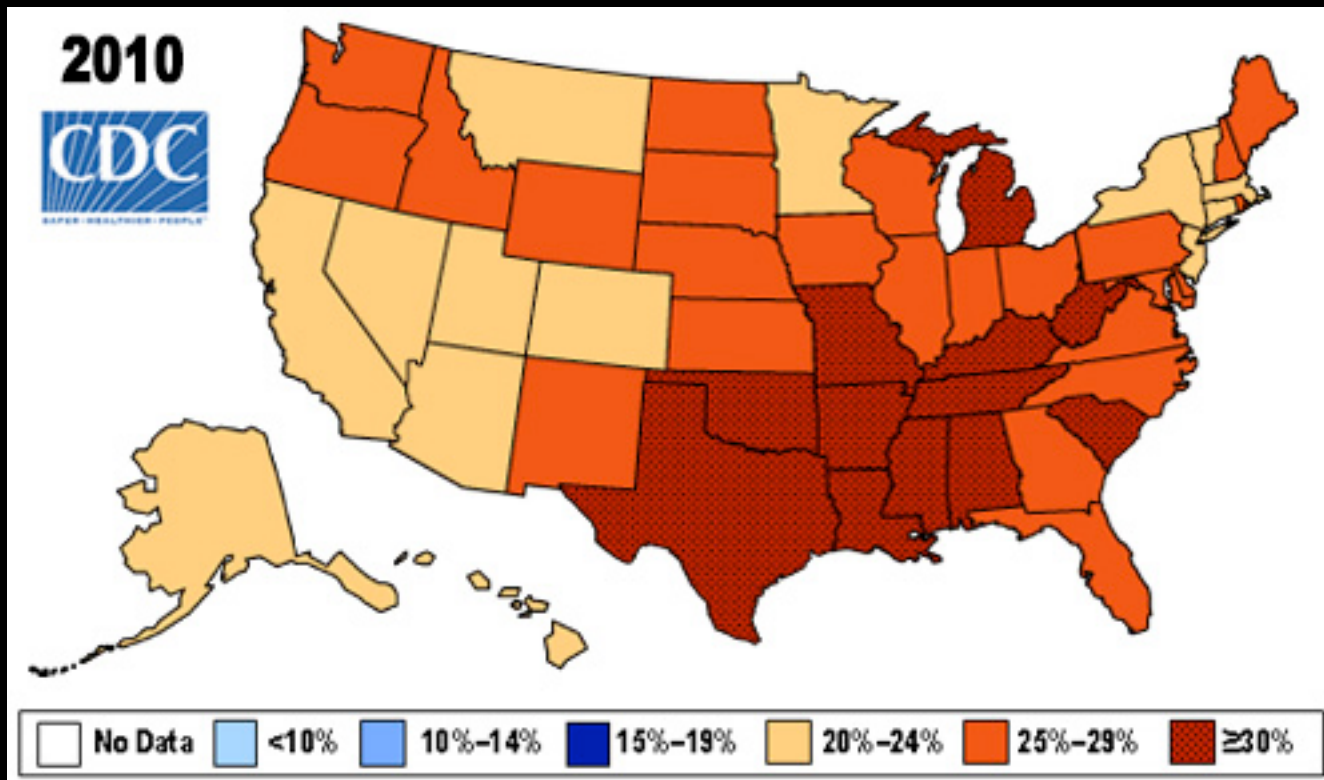
Obese in the US (BMI > 30)



Source: Centers for Disease Control and Prevention, USA

Overweight Problem

Obese in the US (BMI > 30)

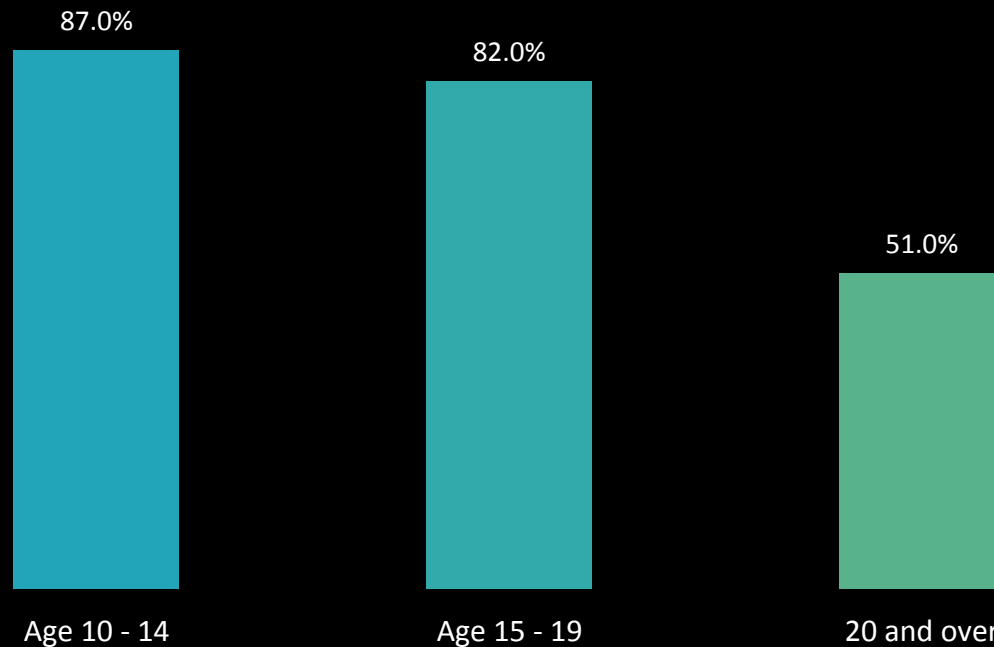


Source: Centers for Disease Control and Prevention, USA

Activity in Switzerland

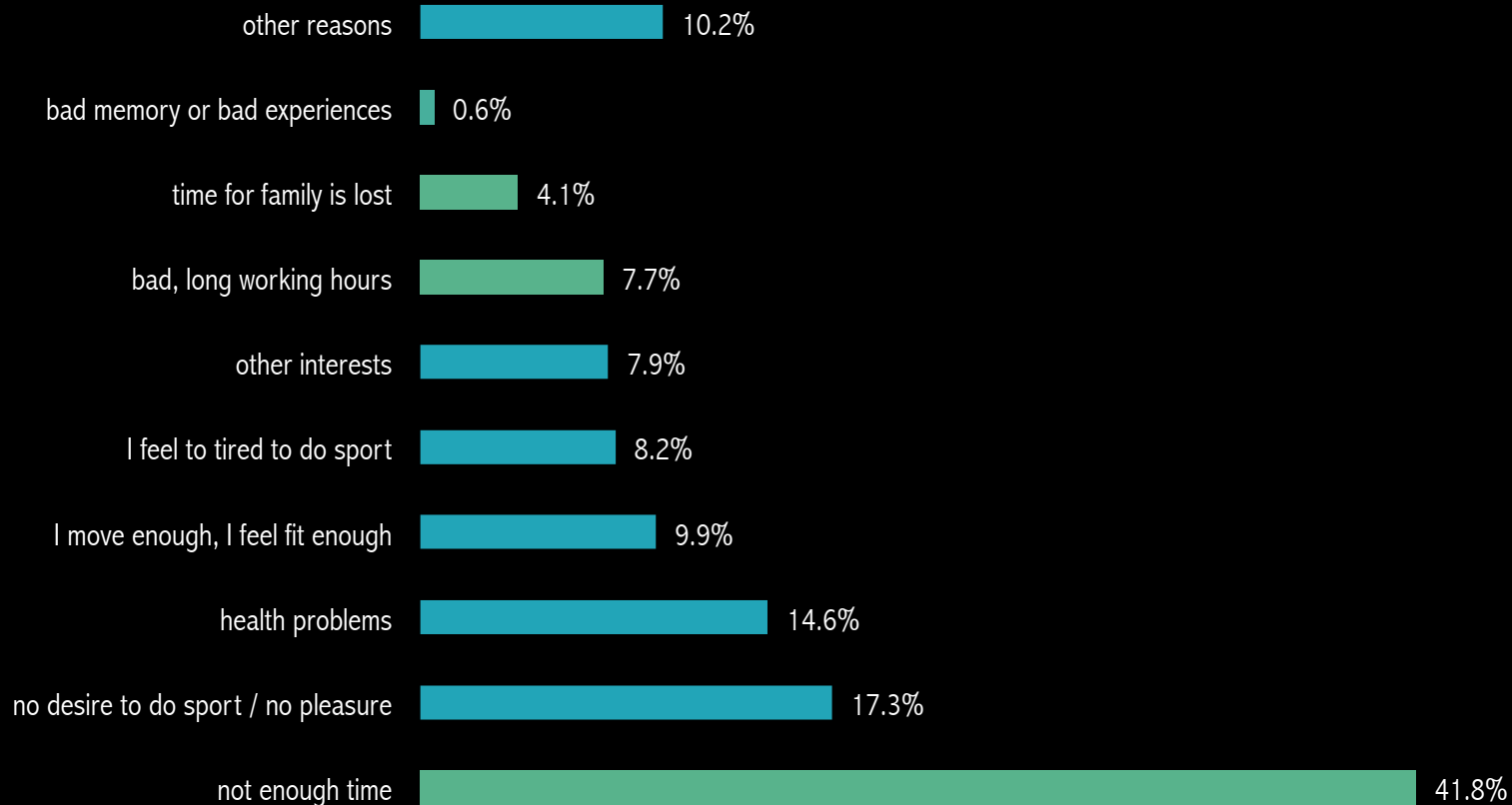
Activity according to age

Percentage of people regularly doing sport



Source: Bundesamt für Statistik Schweiz: Sport Schweiz 2008

Reasons for Inactivity



Source: Bundesamt für Statistik Schweiz: Sport Schweiz 2008, Das Sportverhalten der Schweizer Bevölkerung

2 Goals & Approach

Approaches and first Steps

Increase the number of active people

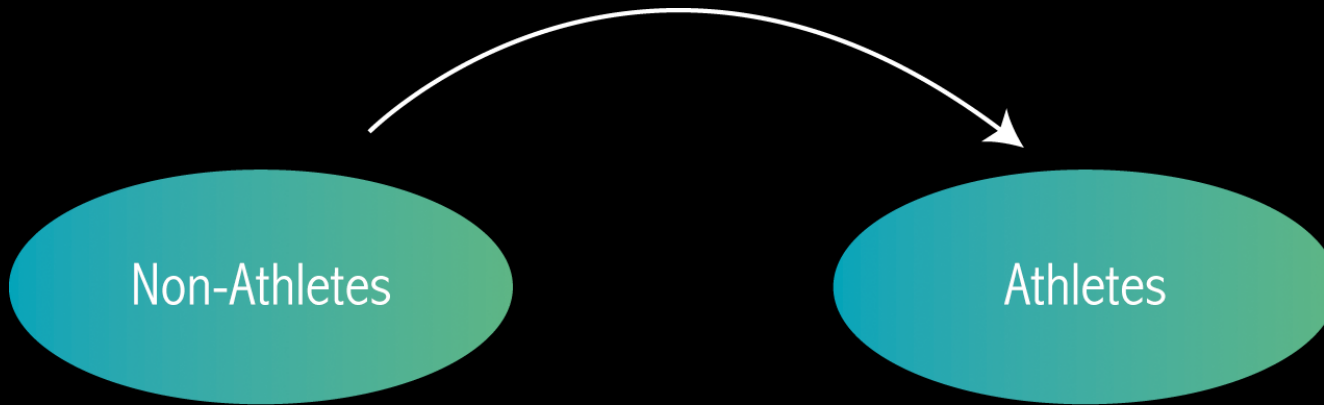
Different Approaches



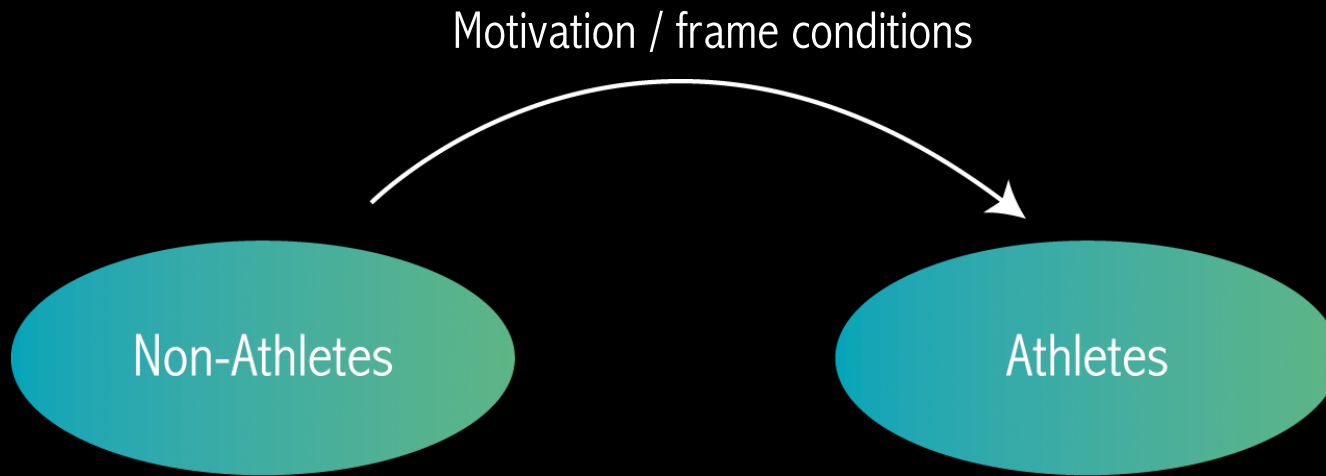
Non-Athletes

Athletes

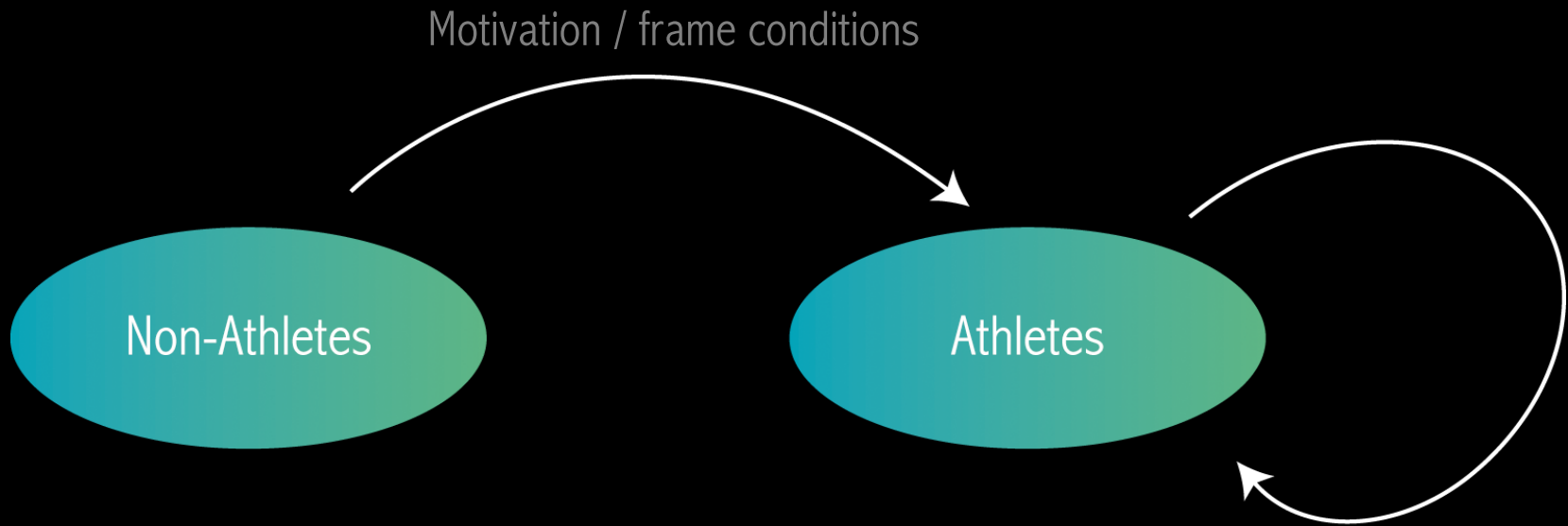
Different Approaches



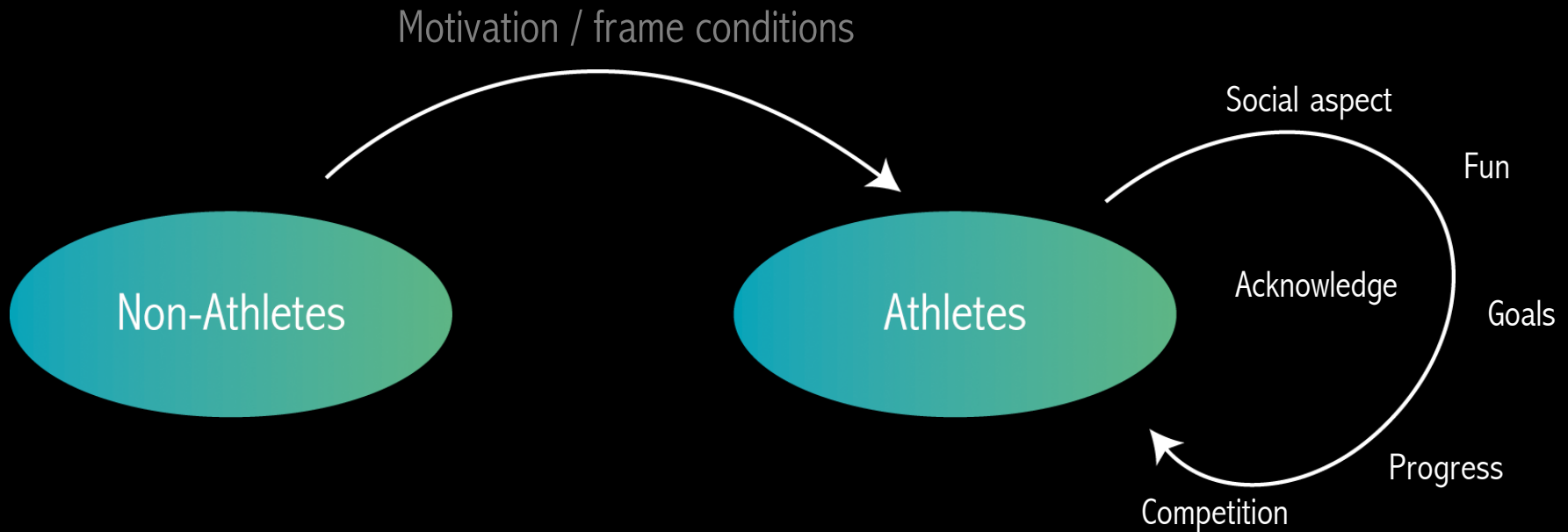
Different Approaches



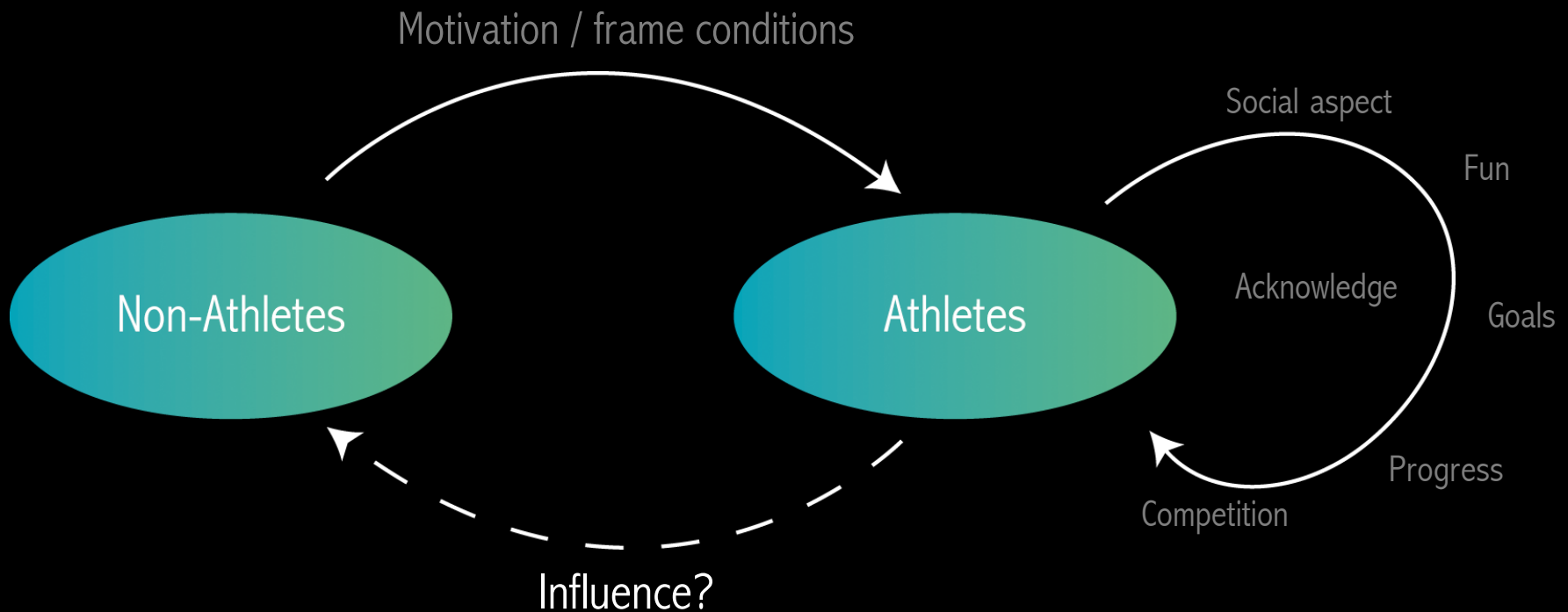
Different Approaches



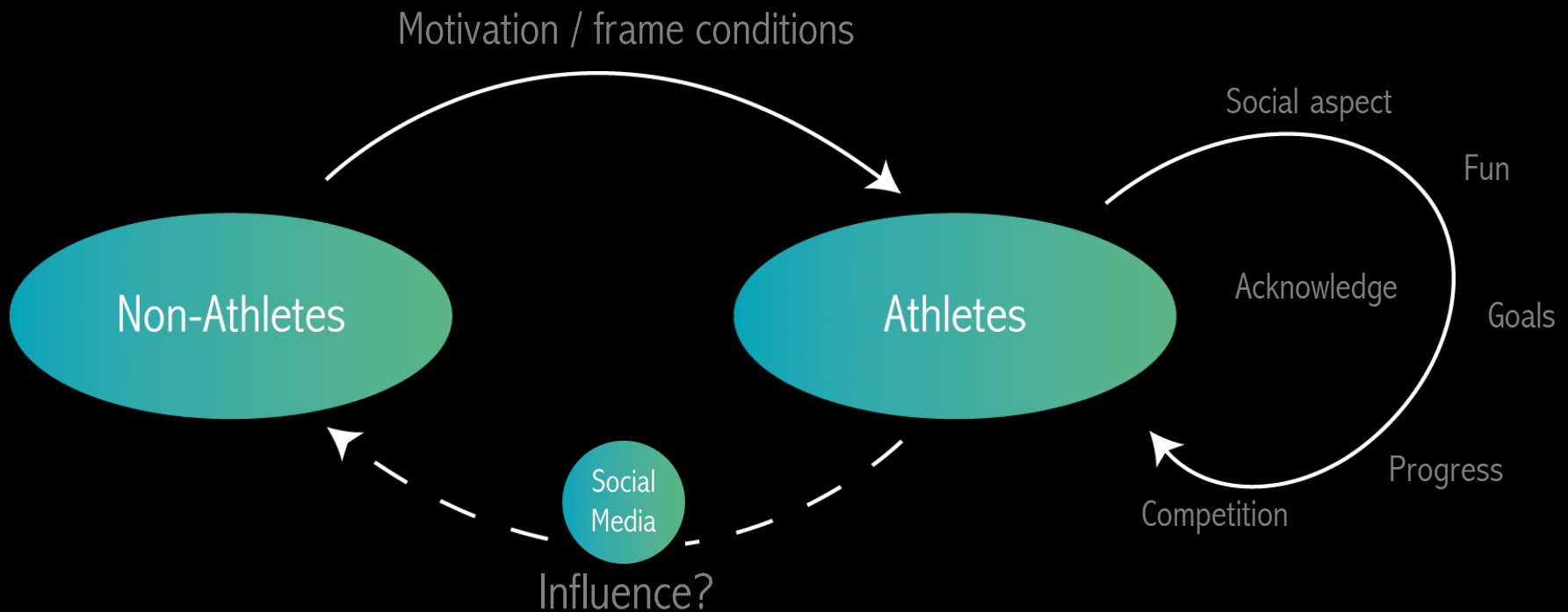
Different Approaches



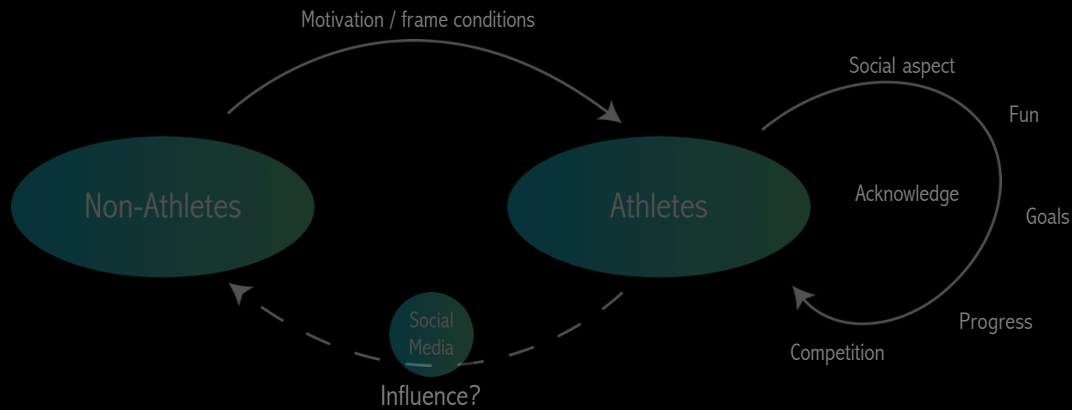
Different Approaches



Different Approaches

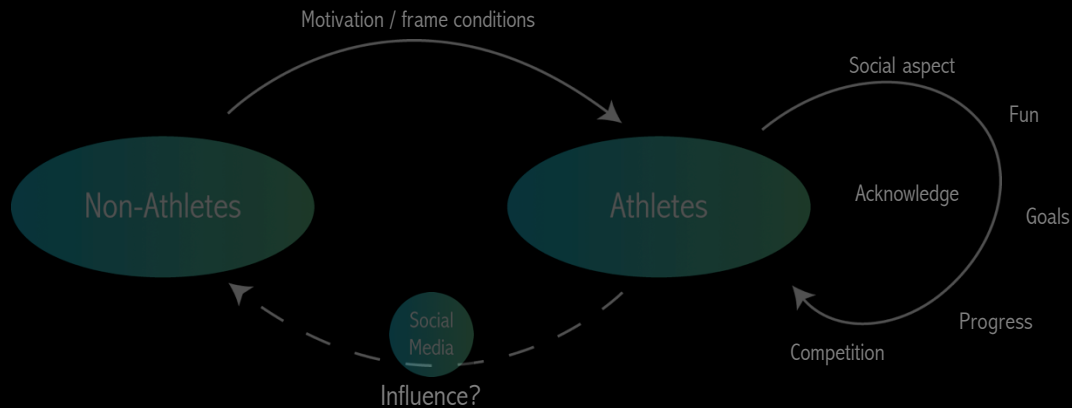


Different Approaches



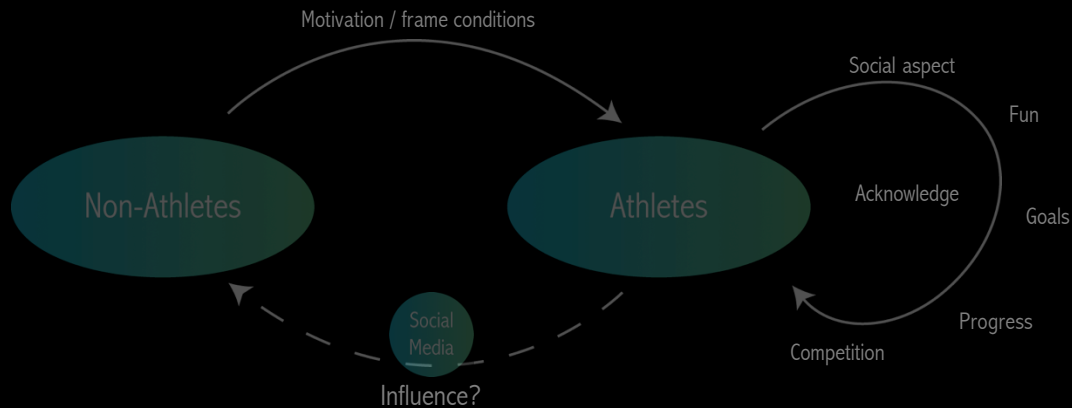
Different Approaches

How to increase motivation for doing sport?



Different Approaches

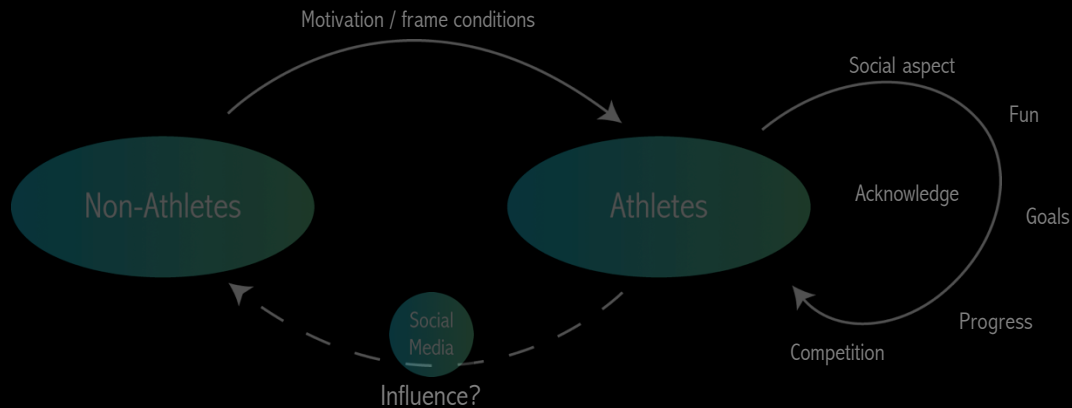
How to increase motivation for doing sport?



How to make sport more motivating so people don't quit?

Different Approaches

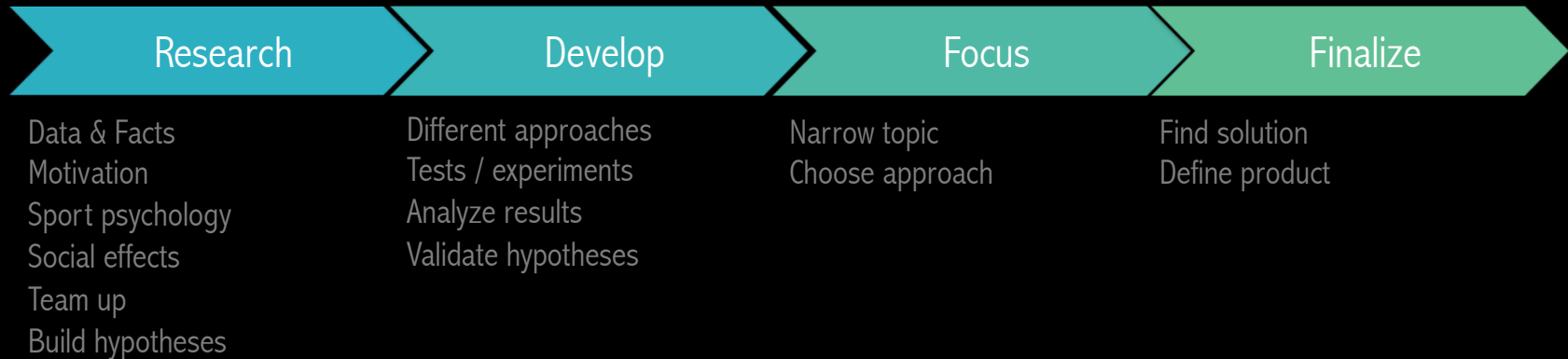
How to increase motivation for doing sport?



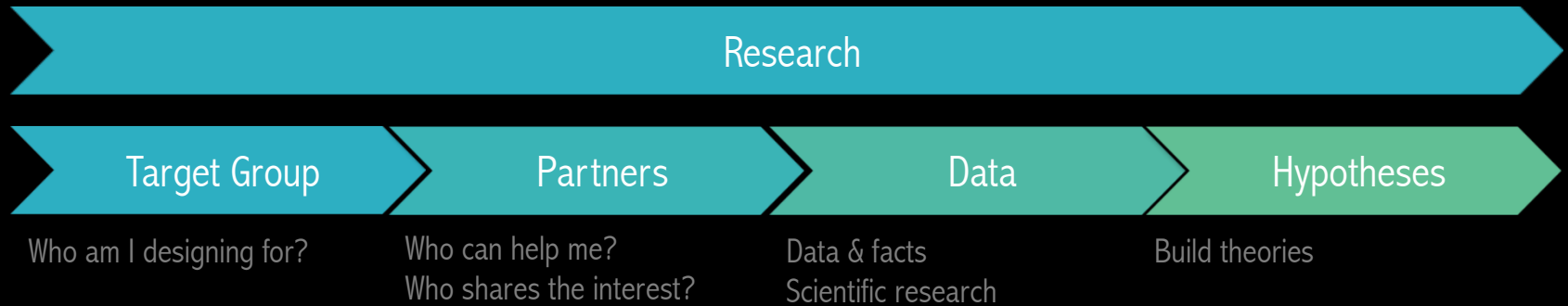
How to influence inactive people by active people?

How to make sport more motivating so people don't quit?

Workflow



Next Steps



3 Research Question

Developing Research Question

How must the frame conditions change to increase the number of active people?

How can you increase the motivation in sport?

Do athletes have an influence of non-athletes?

Can social media help to bring people to sport?

**How can you increase the motivation or
frame conditions for sport and how can you
implement this in an interactive tool?**

Questions / Discussion

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