

Understanding fitness social media content in a pandemic

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Introduction

Central Question: What is the best type of social media content for BU fitrec to use?

Theory

U&G



Explains **HOW** do users gratify their needs. Split into three gratifications; **Content**, **Process**, and **Social**.

MSD



Explains **WHY** users go to certain mediums to fulfill their goals during a time of societal crisis.

Hypothesis

Informativeness will positively impact **(H1)** attitude toward and **(H2)** continued use of online fitness content.

Web irritation will negatively impact **(H3)** attitude toward and **(H4)** continued use of online fitness content.

Social interaction will positively impact **(H5)** attitude toward and **(H6)** continued use of online fitness content.

H7: Social presence will have a positive relationship with continued use of the online fitness content.

RQ: How will **social presence** impact user's attitude toward online fitness content?

H8: Individuals were more likely to depend on a technology they were familiar with for online fitness content during the COVID-19 pandemic.

Method

Recruited 204 participants at a larger northeastern university

Participants completed an online survey for class credit

Both Quantitative and Qualitative answers were collected

Quantitative
Measured in 7point likert scale

Perceived Social Interaction
Social Presence
Web Irritation
Informativeness
Attitude
Continued Use Intention

Measured in 5 statement scale
Exercise Frequency

Qualitative
Three open answered questions asked

Reasons for choosing certain platforms during the pandemic

Expected changes of fitness approach after the pandemic

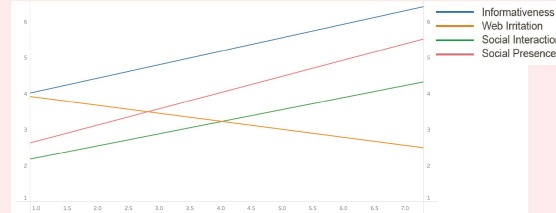
Influencers followed for content

Results

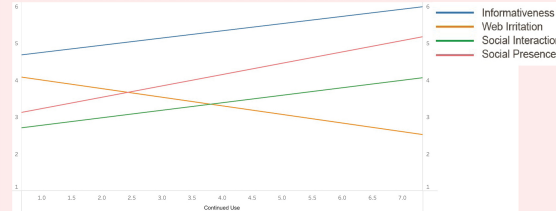
Quantitative Results

Two hierarchical regression analysis to assess attitude and continued use intention.

Variance in Attitude



Variance in Continued Use Intention



Used Same Platforms Before and During Pandemic

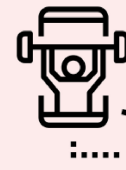
93.75% 87.88%
 90.00% 98.18%

Qualitative Results

A thematic analysis was completed by coding all open ended answers in themes.

Choosing Platform:

- (1) Content Type, 35.92%
- (2) Convenience, 20.35%
- (3) Easy to use, 16.76%
- (4) Workout Type, 14.97%
- (5) Connection, 10.77%

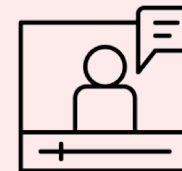


Change after Pandemic:

- (1) Continue Virtual, 37.12%
- (2) Back to Gym, 28.74%
- (3) Stay the Same, 17.96%
- (4) Accessibility, 11.97%

Top 5 Influencers:

- (1) Chloe Ting, 25.15%
- (2) Pamela Reif, 18.56%
- (3) Madfit, 5.98%
- (4) Sami Clarke, 5.59%
- (5) Natacha Ocean, 2.99%



Discussion



Users will use online fitness content post pandemic.

Users prefer fitness content with useful information and easy to use.



Users tend to follow influencers when using online platforms.

Recommendation

Make fitness content...

- Easy to use and understand.
- that builds a community by connecting users to other users.
- Informative videos of different types of exercises.
- Diverse across different social platforms.
 - ▶ Short, informative TikTok videos
 - ▶ Long, guided YouTube videos

H1, H2, H3, H4, H5, H7, RQ, and H8 were supported. H6 was not supported.