

Final Report

Facilitating Success in Fitness: Exploring the Beliefs, Mindsets, and Perspectives of University Students in Pursuit of Physical Activity Achievements

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Executive Summary

An intent for action does not necessarily translate into performance of an action – this is a phenomenon coined the “intention-behaviour gap”. Although there could be a plethora of factors feeding into this gap, our team has chosen to explore how various types of mindsets play a role in facilitating or preventing an individual from achieving their fitness-related goals. Ultimately, our objective was to synthesize practical short-term and long-term recommendations to help UBC Recreation tailor their Personal Training Program to be more supportive of the unique needs of their clientele.

Our study sampled from physically active individuals who study, live, and/or work on or near UBC campus. Participants filled out an anonymous online survey composed of a series of short-answer and Likert scale-type questions that prompted participants to reflect on their recent successes and failures with regards to attaining fitness goals. Considering various course-related constraints for this project, snowball sampling and entry into a prize draw were two methods used in attempting to obtain an appropriate sample size within a restricted amount of time. Data from a total of 67 participants were deemed eligible for analysis at the time of termination of data collection. Participants’ self-reported data was categorized based on their qualitative or quantitative nature, then independently evaluated.

Qualitative responses were analyzed thematically based on recurrent key words among participant answers; based on this data, a total of 9 and 8 themes contributing to successful and unsuccessful (failed) goal attainment, respectively, were synthesized. For instance, “maintaining discipline”, “focusing on the finish line”, and “self-positivity” were found to be the top three facilitators in helping an individual reach a goal, while “lack of dedication”, “being too busy”, and “unrealistic self-expectations” appeared to be common barriers to goal achievement. On the other hand, quantitative responses where participants evaluated the extent to which various personal, social, and material factors may play a role in impacting their fitness journey were analyzed based on count, then ranked in descending order of importance. Drawing from both subsets of data, we were able to synthesize a list of immediate and latent strategies that UBC Rec could implement in hopes of potentially improving the experience for both current and prospective users of their PT Program.

Upon the conclusion of our current project, we recognized that there were several limitations. Notably, bound by the exploratory nature of this topic, our study sampled only from individuals who considered themselves as successful, by their own definition. As a result, we are unable to generalize our findings to those who may be seeking the help of a PT because they do not yet consider themselves “successful” in reaching their fitness goals. In light of this limitation, we propose that future studies of a similar design should include participants who do not consider themselves successful, by their own definition; supported by further thematic and statistical analysis, the results would not only allow for the comparison of similarities and discrepancies between the mindsets of successful and not-yet-successful individuals, but would also shed light on key areas for improvement so that targeted, actionable strategies focused on diminishing the discrepancies could be implemented.

Introduction

The Canadian 24-Hour Movement Guidelines for Adults (18-64 years) dictate individuals should participate in at least 150 minutes of moderate to vigorous aerobic physical activity (PA) per week, including muscle strengthening activities which activate major muscle groups twice a week (Canadian Society for Exercise Physiology, 2021). They also dictate adults should limit sedentary time to eight hours or less a day and get seven to nine hours of sleep per night (Canadian Society for Exercise Physiology, 2021). The necessity of adhering to these guidelines is well-established as following them lowers the risk of mortality, cardiovascular disease, hypertension, improves bone health, cognition and more (Canadian Society for Exercise Physiology, 2021). However, as university students must balance course work, social life, and in many cases, jobs, PA is often put on the backburner. Students also spend significant sedentary time in class and studying, posing further challenges to meeting the daily PA guidelines. Additionally, research supports PA as an acceptable and effective holistic approach to mental health concerns, demonstrating reductions in anxiety, depression, and psychological distress symptoms, further supporting the need for tailored PA support programs (DeJonge et al., 2021).

In an age where engaging in PA has become less of a priority, almost 83% of Canadian adults fail to meet the daily PA guidelines (Prince et al., 2020). As a result of this startling statistic, an abundance of literature exists regarding what beliefs and attitudes predict exercise efficacy - the degree to which one is confident in their ability to engage in and continue to exercise (Orvidas et al., 2018) - and how mindsets play a significant role in bridging the gap between the intention to exercise and the implementation of exercise goals. Intent for engaging in PA does not always lead to execution of action and Rebar et al. (2014) defines this 'intention-behavior gap' as behavior left unexplained by intentions. The purpose of this study is to provide the UBC Recreation Personal Training team with insight on how

best to support the university community in assisting their fitness goals by assessing each individual journey to success. Although students' goals may be academic, social, or professional, this study will focus on students' goals regarding physical fitness and healthy living, and how these goals are met. It will also examine the efficacy of fixed and growth mindsets in one's ability to feel successful in their fitness pursuits. Our overarching research question is exploratory in nature, examining the beliefs, mindsets, and perspectives commonly held by individuals – specifically students at UBC - who see themselves as successful in their pursuit of their health and fitness goals.

Literature Review

Studies by both Gao et al. (2009) and Orvidas et al. (2018) have evaluated how intention, self-efficacy, and varying mindsets predict engagement in PA. Gao et al. (2009) found that students with high self-efficacy - one's belief in their abilities to complete a task - also had high expectations of themselves to succeed, and as a result found more value in exercise. Additionally, results from Orvidas et al.'s (2018) study supports the role of fitness growth mindsets in increasing exercising frequency as opposed to fixed mindsets. In their study, Orvidas et al. (2018) suggest that one possesses a growth mindset when they view human attributes as malleable and a fixed mindset when they see failure as an innate shortcoming, deterring them from taking on challenges out of fear of failure. So, in the context of fitness, someone will have a growth mindset if they believe that their "fitness level and ability to become more fit" are malleable. Whereas someone with a fixed mindset believes their ability to become fit is not within their control, and therefore, unchangeable. In addition to evaluating how individuals' implicit theories and mindsets of fitness predict exercise behavior, Orvidas et al. (2018) also analyzed how self-value and self-efficacy serve as moderators of this relationship.

Similarly, a study by Argyropoulou et al. (2013) investigated perceived competence as a moderator on relationships between achievement goals, positive, and negative self-talk measured by multiple questionnaires using Likert-type scales, pertaining to self-talk in physical education (PE), achievement goals in PE, and perceived competence. Argyropoulou et al. (2013) defined mastery approach goals, or task-oriented goals, as a goal in which an individual defines success in relation to themselves, focuses on improvement, values effort, and is intrinsically motivated. This is in juxtaposition to performance approach goals, or ego-oriented goals, where the individual would instead define their success in comparison to someone else and would focus on having higher ability than others (Argyropoulou et al., 2013). Identifying these contrasting goal orientations helps guide our research when attempting to evaluate varying goals and how they contribute to individuals' perceived success and failure within the realm of PA. Examples of success in PA can be classified by reaching a quantifiable threshold, achieving a competitive ranking, acquiring a juried position, or through qualitative self-evaluation.

As psychological processes such as mindsets, efficacy, and value affect whether one puts forth the necessary self-regulatory actions to engage in PA (Orvidas et al., 2018), evaluating how and why individuals set and measure exercise achievement goals is crucial in understanding why people continue or begin engaging in PA. For example, one study had participants formulate personal exercise goals for a month, record daily diary entries of self-evaluation after their exercise session, and include their intentions to exercise the following week (Kwan et al., 2018). When the participants met their exercise goals and felt they had succeeded, they had higher intentions to exercise the following week as they positively evaluated themselves to a greater extent compared to days where they had failed to meet their exercise goals (Kwan et al., 2018).

On the other hand, it is also essential to analyze the different aspects of success and failure within the realm of PA. A study by Oh et al. (2017) investigates PA promotion by evaluating how PA can compete with or facilitate women's daily goals and priorities. By conducting eight focus groups with women, Oh et al. (2017) identified themes associated with happiness and success in relation to exercise. Connecting with others, participating in leisure activities and hobbies, and feeling relaxed and free from daily pressures were key themes associated with happiness, while contributing to the success and happiness of others, accomplishing goals, and professional achievement were contributors to success (Oh et al., 2017). Regarding their beliefs and feelings towards exercise, many women found they felt pressured by being unable to comply with the narrow definitions of PA surrounding appearance, weight, and health expectations, resulting in negative affective recall and a negative association with exercise (Oh et al., 2017). However, they also reported positive experiences, emphasizing the social elements of engaging in exercise with friends as a key element of physical activity adherence (Oh et al., 2017).

Gaps in literature

Despite this expansive body of literature, there remain several gaps that previous studies have collectively been unable to address. One common limitation lies within the types of participants that are selected for the studies, which may restrict the generalizability of the study results to the greater population. For example, while Geo et al. (2009) and Argyropoulou et al.'s (2013) research offered valuable insight into how potential motivational variables like self-efficacy, outcome expectancy, goal orientations, or self-talk may influence exercise performance, the sample population from both studies were students, within the context of school PE classes. The compulsory nature of PE class attendance as a part of school programs may change the relationship between any measured variables within the studies, and thus the results may not translate well for individuals who are not currently

receiving compulsory education, which effectively describes the majority of people who constitute the UBC community. Furthermore, the analyses led by Oh et al.'s (2017) team included only women; although the study shows us the interplay between women's gender roles, PA attitudes, and exercise goal implementation, whether or not similar themes and perceptions towards PA hold true for other genders in society has yet to be explored. Finally, no studies within the current literature have concurrently examined the difference in attitudes towards and perceptions of exercise between individuals who currently perceive themselves as successful in comparison to those who do not.

Methods

Research Design

A cross sectional and non-experimental study was designed to collect data from the UBC population, completed through a voluntary self-report survey (Kowalski et al., 2018). The data collection was intended to hear from survey participants on their perspectives regarding the success and failures towards achieving their personal health and fitness goals. More specifically, the survey gathered information on how personal trainers can be a facilitator in fitness success/failure, as well as what qualities are most desired in a personal trainer to better understand how they can drive the improvement of fitness journeys. Focusing on how personal trainers play a part in one's fitness journey in the study was necessary in decisions and recommendations made specifically to the personal training team of UBC Recreation. Analysis of the results focused on identifying common themes and key ideas in the participants' responses regarding the beliefs and mindsets of achieving fitness goal success, and also assessed the relationship between a personal trainer and its client. It determined the common consensus among a group of successful people in their fitness goals which informed our recommendations made to the UBC Rec team.

Qualtrics was used to administer the survey to study participants. *Qualtrics* is an online software platform used to create surveys for both the study researchers and its participants. Using an easily accessible and electronic survey allows for an increase in responses due to the shorter time commitment and ease of answering questions at the convenience of the participant (Edwards et al., 2023). By having a larger sample size, and therefore reflecting a more accurate representation of the UBC population, the recommendations made to UBC Rec will be more generalizable to the target population and makes data analysis of the results more feasible (Kowalski et al., 2018).

Participant Population

Participants for this study included physically active individuals who work, live and play at UBC. To be eligible to participate in the study, participants must have completed at least 1 hour of intentional physical activity per week. In addition to being physically active, participants must have also achieved success in reaching their self-defined health and fitness related goal. Participants were ensured to be physically active and successful in their goals because they were able to provide more informative experiences of their health and fitness journeys, giving insight into the beliefs, attitudes and perspectives they have with regards to achieving their fitness and health goals. Participants were recruited from fitness centers on-campus (ARC, BirdCoop), off-campus (Westbrook, Old Barn, Gold's), as well as public spaces intended for physical activity on campus (SRC, Aquatic Centre). Fitness centers were identified as a location of interest as participants who regularly use fitness centers report higher rates of goal-achievement success related to their physical activity (Riseth et al., 2022). This helped produce informative results for the objective of our study. In addition, participants were also recruited from students involved in AMS-affiliated fitness/sports clubs at UBC. Students in clubs were easiest to reach given the time constraints of the research project, and increases the generalizability of our results as it is recognized that there are many

different ways of being active. To summarize, participants were eligible to complete the survey if they met all of the following criteria:

- Must be a member of the UBC community:
 - Studies at UBC, and/or
 - Lives at UBC, and/or
 - Works at UBC
- Must be physically active:
 - Completes at least 1 hour of intentional physical activity per week
- Must be successful in achieving a self-defined health/fitness related goal

If anyone was deemed ineligible to participate in the survey, they were immediately redirected to the exit of the survey. This ensured that responses were only recorded from participants who met the inclusion criteria.

Survey Content

Questions in the survey were a combination of Likert scale questions as well as descriptive, short answer questions that were tailored to look into the beliefs, attitudes and perspectives of the respondent toward fitness success/failure. This allowed for the collection of qualitative and quantitative data to better understand the experiences and thoughts of the participants (Kowalski et al., 2018). Likert scale questions were mainly used to look at the growth mindsets involving a certain fitness theme, such as genetic disposition and physical ability. Questions focusing on growth mindsets were essential to assess the importance of growth mindsets on achieving health and fitness goals, as they are known for increasing exercising frequency in individuals (Orvidas et al., 2018). In addition to the broader general mindsets concerning health and fitness, likert scale questions also enabled respondents to rank the importance of certain qualities (flexible, positive, inclusive, etc.) in a personal trainer (Kowalski et al., 2018). Lastly, the quantitative questions looked at what factors respondents

believed to be important in their fitness journey, such as affordability, convenience, having support, etc. The descriptive, short answer questions allowed respondents to recall a goal that they have previously succeeded and failed, and identify any mindset or perspective that might have impacted said goal to fail or succeed (Kowalski et al., 2018). Descriptive, short answers were used as they were better able to represent the respondent's more personal experiences/mindsets compared to Likert scale questions (Mwita, 2022). Having a combination of open and closed ended questions helps to increase internal validity and eliminate any bias when analyzing quantitative data, while still capturing the respondent's personalized thoughts and perspectives through the use of qualitative answers (Kowalski et al., 2018). This increased the external validity of our study.

Data Collection

A total of 20 posters were put up for UBC's affiliated fitness centres (Birdcoop, ARC), un-affiliated centres on campus (Westbrook, Gold's, Old Barn), and public spaces intended for physical activity (SRC, Aquatic Centre), which displayed a QR code that sent participants to the Qualtrics survey (Appendix A). In addition, 17 AMS-affiliated fitness/sports clubs were identified through campus base and sent an Instagram direct message to their pages, advertising the survey for club members to fill out. The survey was open for 13 days, from March 23rd to April 5th.

Data Analysis

In the data analysis of the survey, quantitative and qualitative data were examined to gain a greater understanding of the participant's beliefs, attitudes and perspectives regarding fitness success and failure (Kowalski et al., 2018). Likert scale questions produced quantitative insights into the participant's values and what attributes that are valued most in a personal trainer, which helps shape our recommendations for straightforward, and fast-actioned change (Kowalski et al., 2018). Conversely, the descriptive, short answer

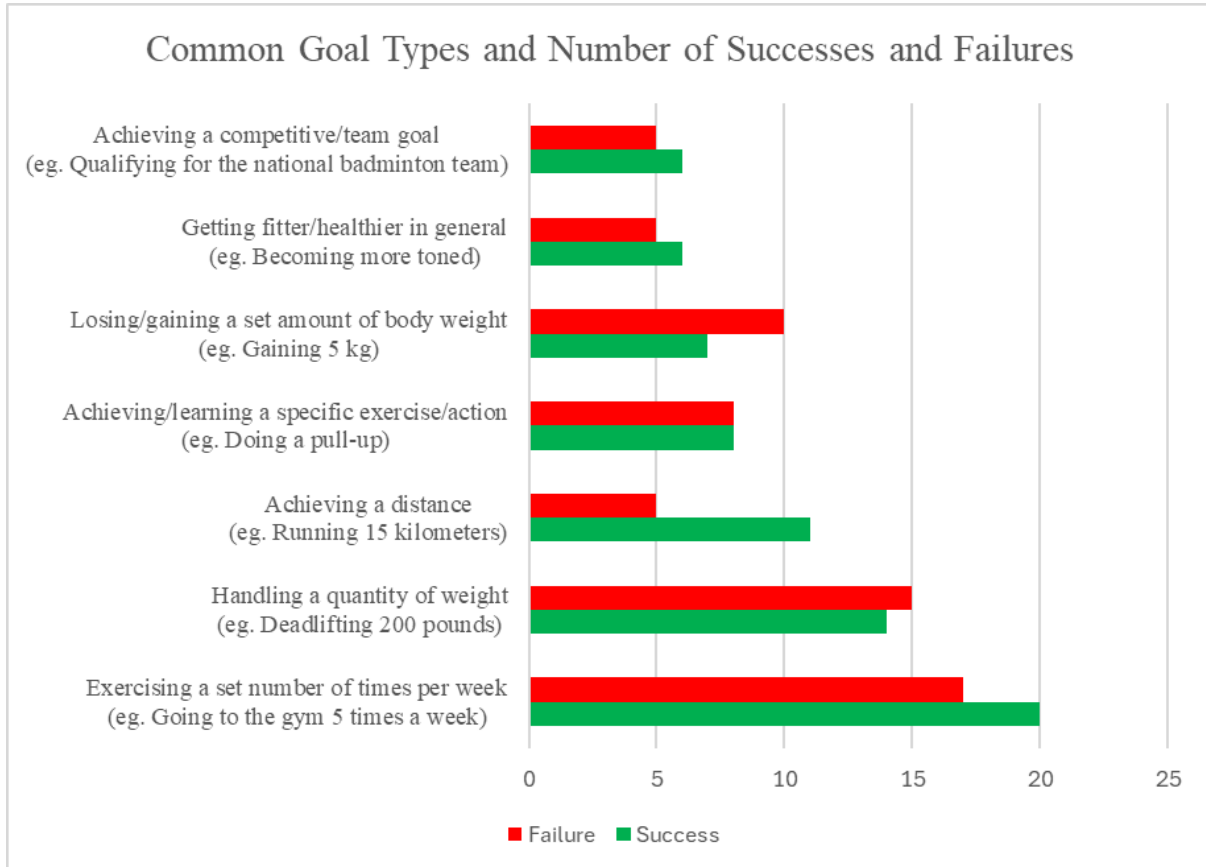
questions produced qualitative information that explored the respondent's own viewpoints and experiences (Kowalski et al., 2018). Thematic analysis or coding was used to examine these qualitative replies in order to find recurrent themes and insights into the variables affecting fitness success and failure (Kowalski et al., 2018). Through the conduction of both types of data analysis, the researchers were able to triangulate findings, which enhanced the study's validity and reliability of the study's conclusions and therefore created a deeper grasp of participant's beliefs and perspectives toward fitness (Almalki, 2016).

Results and Discussion

The survey (Appendix C) responses of 67 participants reflected the attitudes of UBC students on their journeys to fitness-related success. There was a total response count of 105 respondents over 13 days (March 23, 2024 to April 5, 2024), in which 73 were eligible, and 67 respondents filled in the survey to completion. The source of direction to the survey (QR code, social media, etc) and the identity of the participant remains intentionally anonymous. Eligibility was determined by their status as a UBC community member (42% of respondents lived on UBC campus, 83% were UBC students, and 18% are working on UBC campus), are physically active (in which majority of respondents worked out for around 1-5 hours weekly) and have achieved success in their self-defined fitness-related goal. Ineligible participants were immediately redirected to the end page and unable to complete the remainder of the survey.

Qualitatively analyzing the mindsets behind participants' successes and failures revealed common themes shared amongst all self-reflections. The survey first presented an short-answer question for the participant to name and describe a recent fitness-goal they have successfully achieved. It was followed later by a short-answer question on the mindsets that led to this success. For analysis, types of goals were sorted into 7 categories from the pool of

short-answer responses, counting instances of appearance (from most to least) and examples of the goal for context. Note that some goals covered multiple types. Number of instances compare between successful (total 72) and failed goals (total 65).



Reported types of goals are most often quantifiable (achieving a measurable concrete outcome), as opposed to qualitative (more vague, judgment-based goals).

When considering what type of goal to set, a conversation often established at the pilot session of a personal training commitment, the above graph illustrates the types of goals that are more likely to find success than failure, and vice versa. When comparing the ratio of success versus failure reported per type of goal, goals involving achieving a distance (whether it be running, riding, etc) are more likely to succeed while reaching a body weight goal is most often failed. However, it is also important to consider the likelihood to set these types of goals too high or low that may result in this ratio. For example, losing 10 kg of weight requires commitment over weeks or even months, while running a marathon will be

achieved in one surge in motivation. Getting this balance between setting a goal ambitious enough but also practical and realistic is a topic that a personal trainer must be familiar with to best support a client into reaching this goal.

The following table relays the internally sorted common themes of mindsets (defined as thoughts/beliefs) from short-answer responses, count of instances mentioned (from most to least) and selectively quoted examples. Note that some mindsets cover multiple themes.

Common themes of mindsets leading to success	Number of instances	Quote(s)
Maintaining discipline	24	<p>“Keeping a routine, constantly evaluating my current progress and not allowing myself to quit.”</p> <p>“The biggest mindset was to be disciplined, sticking to my program even if I didn’t feel like sticking to it.”</p>
Focusing on reward/outcome	13	<p>“Imagining how good it would feel to accomplish my goal.”</p> <p>“I want a good looking body and a girlfriend.”</p>
Self-positivity	12	<p>“[...] Don’t compare yourself give yourself grace but believe in your abilities.”</p> <p>“Pep talks before the gym to keep me motivated.”</p>
Taking small steps	7	<p>“I went from 0 pull ups to 1, I can get to 5 pull ups.”</p> <p>“Breaking the goal up into smaller goals, focusing on the next step instead of everything I still have to do.”</p>
Improving mental health	6	<p>“[...] Realizing that I need to take better care of myself if I want to be happier.”</p>
Being held accountable	5	<p>“I also attend the gym with a gym partner which motivates me.”</p>
To have fun	4	<p>“It was mostly because I really like doing yoga and it makes me feel empowered.”</p>

Being under pressure	1	“Having a race day for my marathon helped. It was like a due date for a school project, having the date kept me accountable.”
Taking it easy	1	“I also didn't put too much pressure on myself to achieve it when I left for the run -- I just decided to see what happens.”
Other	1	(invalid response)

Maintaining discipline and staying consistent in a routine was the most prominent mindset leading to health and fitness success. This directly informs the problem presented by UBC Recreation, which not only pertains to the UBC population, but can also be generalized to the wider demographic as it fills the gap in Kwan et al.'s (2018) study, where they only measured university student's mindsets involving exercise success. In addition, self-positivity was a notable mindset for success, which is in line with Kwan et al. (2018)'s study, where it was found that there was a positive relationship between positive self-evaluations after exercise and future intentions to continue engaging in exercising behavior. With regard to personal training, these two mindsets alone can make a significant impact on the client's journey to success. Less common themes are often minute preferences which vary from client to client, as differing personalities work better with or without pressure, which call for a range of training approaches that a personal trainer must be all comfortable with.

The survey investigated participants' mindsets when it came to genetic disposition and physical ability. A likert scale was utilized (strongly disagree - disagree - neutral - agree - strongly agree). Below are the beliefs averaged throughout all responses by analyzing the mean of the likert scale results from a scale of 1-5, 5 being strongly agreed.

Mindset	<i>In regards to the ability for a person to achieve fitness-related goals, to what extent do you agree with the following statements?</i>
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Some people are naturally more fit than others due to unalterable factors like genetic predisposition.	Agree (3.96)
I am a person who has a genetic predisposition for fitness.	Neutral-Agree (3.24)
People who are not genetically predisposed to being fit will never be as fit as those who are, despite all their efforts and hard work.	Disagree (2.10)
You can substantially improve your fitness level with effort regardless of genetic predisposition.	Strongly Agree (4.49)

There was a general consensus among participants that fitness level can be improved with effort regardless of genetic predisposition. This finding illustrates that there is a strong relationship between people who are successful in achieving their fitness goals and having a growth mindset. It also reinforces Orvidas et al.'s (2018) study, which supports the role of fitness growth mindsets in increasing exercising frequency in contrast to fixed mindsets.

Similarly, participants' failure to reach a fitness-related goal was qualitatively analyzed through a short-answer survey question, "What were mindsets (thoughts/beliefs) that led to your failure?"

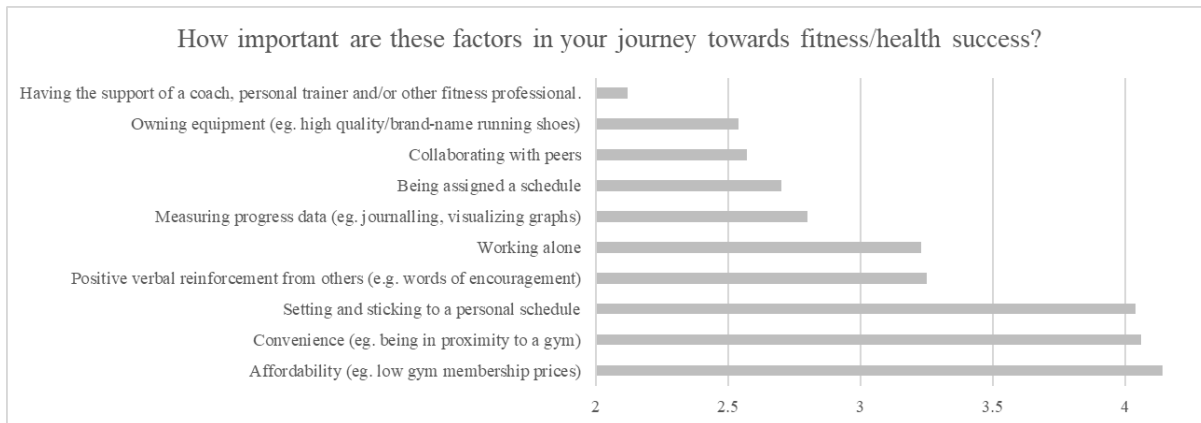
Common themes of mindsets leading to failure	Number of instances	Quote(s)
Lack of dedication	14	<p>"When the reps started to get difficult and I felt fatigued, I assumed I couldn't push myself anymore and I quit."</p> <p>"Being relaxed with my diet and allowing myself to cheat on it."</p>
Too busy for exercise	12	<p>"This goal was not a priority in my life and other things that were more important ended up taking over."</p> <p>"Guilt over working out when deadlines were approaching."</p>
Unrealistic expectations	10	<p>"Needing to be perfect or not do it at all."</p> <p>"Thinking that it would be easy to eat more meals in the day when I'm not usually used</p>

		to it.”
Limited by physical barriers	9	“I’m just biologically set up for failure.” “My metabolism just doesn’t allow me to do it.”
Lack of confidence	8	“I think I didn’t put myself to a high enough standard, being one of the first tournaments I’ve been to, there might have been some part of me that was okay with losing.”
Lazy attitude	8	“Feeling down and constantly making excuses for why not to do it.”
Loss of meaning	7	“[...] What’s the point of being able to do it anyway?”
Mental barriers	7	“I really burned out on powerlifting.”

The most common mindset for failure is a lack of dedication to the exercise or health goal. As shown in the previous table, the common mindset for success is maintaining discipline, which contrasts from lack of dedication. This result helps address the gap in existing literature, in examining the differences in attitudes and mindsets involved in goal success and failures (Orvidas et al., 2018).

It should be mentioned that with the mindset of being “limited by physical barriers” in consideration, the general consensus strongly agreeing with the ability of anyone to improve their fitness ability regardless of genetic predisposition in the previous question leads to the recommendation of personal trainers to emphasize the overcoming of this failure mindset and possibly tailoring the goal of the client to be realistic in terms of their genetic predisposition in order not to be discouraged by innate abilities or lack thereof.

Participants ranked the following factors on the degree of importance in which each contributes to their journey towards fitness/health success. Responses were measured as a likert-scale response (not important - slightly important - neutral - important - very important) and quantitatively analyzed on a scale from 1-5, 5 being most important.



Evidently, the most important factors in a participant's fitness/health journey are sticking to a personal set schedule, convenience, and affordability of a gym. These factors can be looked at as either a facilitator in one's mindset towards fitness success, or perhaps as a barrier to one's perception of achieving a particular fitness/health goal. Although affordability is a factor set in stone, personal trainers can tailor convenience and scheduling to the best of their ability by making training locations flexible and being strict and loyal to the client's schedule of choice. It is interesting to note that the presence of a coach or personal trainer is significantly least important amongst all factors to students in their journey to success. When physically active students decide to hire a trainer, it may be effective for the trainer to take on more of a buddy-like relationship than a professional, business setting, as the concept of an authoritative figure can be intimidating. The trainer must also respect the level of social involvement in which a client prefers by discussing the degree of autonomy the client may want to establish, such as the balance between encouraging and relaxing the schedule set by the client.

Next, the survey explored participants' views in the Personal Trainer field. Of 67 responses, only 5 participants had undertaken a UBC Recreation Personal Trainer in which 1 had withdrawn (for unclear reasons). There were 7 participants that worked/are working with a personal trainer outside of UBC Recreation, and the remaining 47 participants had either

decided not to work with, were still deciding, or had never heard of the UBC recreation Personal Trainer program.

The participants with experience working with personal trainers from any affiliation were questioned on the positive and negative impacts of personal trainers to their fitness/health goals. There were 4 common positive themes emerging from the responses, which are detailed below through direct quotes, in no particular order.

<i>Briefly describe how your personal trainer POSITIVELY contributed to your fitness/health goals, if applicable.</i>	Quotes
Provided structure	<p>“Planned things out for me, made it so I didn’t have to think about it, I only had to do it.”</p> <p>“Giving me programs, doing the math / brain work to let me know how to change if needed to be more effective.”</p>
Professionalism	“He adjusted my squat and deadlift form to be more efficient and better on my body.”
Kept accountability	“Kept me consistent with the appointments.”
Provided confidence/support	“Motivates me, believes in me, and sets me goals that are difficult but within my reach.”

There were 3 common themes that described the negative impacts of personal trainers, which are also supported through direct quotes, in no particular order.

<i>Briefly describe how your personal trainer NEGATIVELY contributed to your fitness/health goals, if applicable.</i>	Quotes
Lack of emotional connection	<p>“Had too many clients. Didn’t feel personal, more like I was just a paycheck to them.”</p> <p>“They weren’t always receptive to my feedback to adapt the strategy.”</p>

Unenjoyable sessions	“I stopped enjoying my fitness journey and was maybe too obsessed with numbers”
Discouraging attitude	“Showed me how far I am from my goals.” “Odd being watched sometimes. Wasn’t as motivating.”

Participants overall felt that personal trainers benefited their fitness/health goals the most when they had a more personal, supportive connection with their trainers that facilitated a positive reinforcement environment to continue reaching their goals. The result aligns with Oh et al. (2017)’s study that found that connecting with others, feeling free from pressure and overall happiness contributed to success in relation to exercise. Similarly, the benefits and hindrances reported are reflected in students’ reported mindsets where they found that discipline (structure) and positivity were the most helpful for reaching their fitness goals. This analyzed data can also shape our recommendations made to the UBC Rec team on how to better enhance the fitness journeys of people who wish to make positive changes in their lives.

Finally, all participants regardless of experience with personal trainers were given a list of traits to rank on a “helpfulness” likert scale if they were to build their perfect personal trainer. A definition of “personal trainer” was provided for context to those unfamiliar with the program as “A personal trainer is an individual who prescribes a health/fitness program personalized to your needs and goals; working one-to-one with you and providing instruction, guidance, and motivation to aid your success”. The likert scale (not at all helpful - somewhat helpful - neutral - helpful - very helpful) is quantitatively analyzed as a scale from 1-5, 5 being very helpful. The graph below visualizes the mean result of all participants’ preference on the helpfulness of a trait in a personal trainer.



The most important trait found in a personal trainer is someone that fosters a positive, friendly and social relationship with the client. Having a positive relationship with a personal trainer could have an impact on the client's mindset towards success in fitness, which helps us understand how one's external environment can also have an influence on their ever-changing beliefs and perspectives. A limitation in this data presented is that it only summarizes the overarching average opinion of responses. For more analytical data, the correlation between the preferences of a personal trainer and their mindsets that led to success or failure should be studied independently within each individual participant.

Overall, the enthusiastic responses from physically active UBC students provided great insight into recommending a future for UBC Recreation. By exploring the qualitative and quantitative data provided by the anonymous survey, this study can effectively understand the beliefs, mindsets, and perspectives grown towards fitness successes and failures and how to apply these factors towards the UBC Recreation Personal Trainers program.

Recommendations

We recommend that UBC REC allows the clients of personal trainers to have flexibility with their training schedule (e.g. during the exam period) and take a client-centered approach towards the types of motivation. On average, participants reported that a flexible pace of training (e.g. slower pace during exam season) is helpful in achieving their fitness and health

goals. 50.8% of the participants reported that a flexible pace of training is helpful and 13.8% of the participants reported that it is very helpful, while only 7.7% reported that it is not at all helpful. One participant felt that their “school [or] work was more important” so they felt “[guilty] over working out when deadlines were approaching”. We recognize that allowing unlimited flexibility regarding cancellations is not a sustainable business model for the UBC Recreation Personal Training Team. Instead, we recommend that, during the exam period, the session lengths become more flexible with a 30 minutes session option. During this period, clients may be unable to commit the time for a full session, so this flexibility may provide a compromise. Many participants responded that they have failed their health and fitness goals in the past because they became too busy to accomplish them. Providing shortened sessions may allow clients the ability to work on their health and fitness during a period where time is a valuable resource. However, we do recognize the business sustainability of the Personal Trainers is also important and this may be a difficult recommendation to implement.

However, participants also responded that their personal training negatively contributed to their fitness goals because “they weren’t always receptive to my feedback to adapt the strategy.” We also recommend that trainers consider the differences in motivational needs of individuals when working with a client. While our findings tell the “typical” response, the personal trainers should take a client-centered approach to understanding how to best support their clients throughout their journey. For example, while 31% participants felt that positive verbal reinforcement from others was important and 19.4% felt it was very important, 10.4% still felt it was not important. Additionally, 49.2% felt that frequent positive reinforcement from a Personal Trainer was very helpful and 26.2% felt it was helpful, but 7.7% still felt it was only somewhat helpful. For example, one participant stated that “I don’t need someone who tells me everything I’m doing is great ... I want a trainer who tells me to run an extra mile because I was slow on the last one”. This demonstrates that different types of support

may be desired based on individual preferences, and that clients may benefit from having input on the type of motivation they receive. We recommend that the Personal Trainers use a more client-centered approach with their clients. For example, during a client's first session the Personal Trainer could ask questions about the motivation styles that are best for them. Additionally, we recommend that the Personal Trainers complete NCCP coaching that will allow them to take a better client-centered approach and understand the mental needs of their clients. The courses that we feel are applicable are the Multi-Sport NCCP Basic Mental Skills, the Multi-Sport Mental Health in Sport, and the Multi-Sport NCCP Creating a Positive Sport Environment. After completing the Basic Mental Skills course, the Personal Trainer should be able to introduce strategies for mental preparation into their coaching (Coaching Association of Canada, 2024). After completing the Mental Health in Sport course they should be able to understand how to enhance the well-being of their clients (Coaching Association of Canada, 2024). Lastly, after completing the Creating a Positive Sport Environment Course, they should be able to implement client-centered coaching into their session (Coaching Association of Canada, 2024).

We recommend conducting an internal inventory, to the appropriate scope, to understand the barriers that do not allow the personal trainers to have a better and deeper relationship with their clients. Participants on average responded that having a positive and friendly social relationship with their personal trainer is typically very helpful to being successful in achieving their health and fitness goals. 63.1% of the participants responded that this was very helpful, 26.2% responded that it was helpful, and 0.0% responded that it was not helpful at all. As well, participants also reported that frequent positive reinforcement and motivation from their personal trainer was helpful to achieve their goals, such that 49.2% responded that it was very helpful and 26.2% responded that it was helpful. However, one participant did state that their experience with their personal training negatively impacted

their health and fitness goals because their personal trainer “had too many clients [and] didn’t feel personal, more like I was just a paycheque to them”. So, we would recommend that UBC Rec conducts an internal inventory, to the appropriate scope, to determine whether their personal trainers have the ability to create meaningful relationships with their clients. We recommend conducting an internal inventory, to the appropriate scope, to also to understand the barriers that do not allow the personal trainers to have a better and deeper relationship with their clients. This may look like analyzing how many clients each personal trainer has. It may look like making sure that the program area is efficient, such as making sure that the staff are there, the equipment is available, and the client can begin immediately. As well, we suggest updating the “Personal Trainers” page on the UBC Rec website so that all the personal trainers have a photo that corresponds with their biography (<https://recreation.ubc.ca/fitness-classes/personal-training/personal-trainers/>). We also recommend that the Personal Trainers complete a NCCP Coaching Courses that could help them create stronger and more personal relationships with their clients. The course that we recommend that the Personal Trainers complete is the Multi-Sport Support Through Sport: Modelling Healthy Relationships. Once they have completed this course, they should understand the pillars that create a healthy relationship, understand how to create them in a sports environment, and understand sustain them (Coaching Association of Canada, 2024).

We recommend that Personal Trainers emphasize that, despite a client's genetic disposition or starting point, that they still have the capability to substantially improve their fitness and health with effort. Participants responded that they typically agree that people are naturally more fit than others due to unalterable factors, like genetic predisposition, since 56.5% agreed with this statement and 26.1% strongly agreed. However, they also responded that they typically disagree that people who are not genetically predisposed to being fit will never be as fit as those who are, despite all their efforts and hard work. 54.4% of participants

responded that they disagreed with this statement and 20.6% strongly disagreed. Additionally, they responded that people can substantially improve their fitness level with effort regardless of genetic predisposition, as 47.1% responded that they agreed with this statement, 50.0% strongly agreed, and 0.0% disagreed or strongly disagreed.. One participant stated that their experience with their personal trainer positively contributed to their fitness goals because their personal trainer “motivates me, believes in me, and sets me goals that are difficult but within my reach”. Another stated that “breaking the goal up into smaller goals, focusing on the next step instead of everything I still have to do” contributed in becoming successful in their fitness and health goals. While, another stated that “needing to be perfect” led to them not being successful in their fitness and health goals because “I could not achieve everything I wanted to, so I just ended up giving up”. We recommend that UBC Rec personal trainers help their clients believe that they can be successful in their fitness and health goals, regardless of their starting position or predispositions. We also recommend that they create a personal schedule for their clients, and help the clients stick to it, because the participants responded that this was typically important for being successful in reaching their fitness and health goals. One participant stated that their personal trainer had a positive contribution to their success because the personal trainer “planned things out for [them], made it so [they] didn’t have to think about it, [they] only had to do it”. As for the participant who felt that smaller goals were important, this could look like the personal trainer helping their client to avoid becoming overwhelmed with larger goals, and appreciate small achievements too. This agrees with the first recommendation that the Personal Trainers take a client centered approach, since this could look like acknowledging their starting point in their journey, but emphasizing that their goals are achievable through small and consistent efforts. Therefore, we again recommend that the Personal Trainers complete the Creating a Positive Sport

Environment Course because they should be able to implement client-centered coaching into their session following its completion (Coaching Association of Canada, 2024).

Despite the thorough and elaborated results from this study, there are a handful of limitations within the survey that should be considered in future studies. Firstly, there was a technical error with the survey built on Qualtrics, in which a question investigating reasons a participant who had yet to, hesitant to work with, or decided against working a personal trainer had made such a decision failed to appear on the survey. This question would have provided valuable insight on how to make the personal trainer program more attractive, however, it does not impede with the answering of the research question as it does not contribute directly to the mindsets involved in a participant's journey to fitness success. Additionally, it would be of interest to open the survey for a longer period of time as a student's outlook on goal setting and success may depend on the time of year. For example, it would not be unexpected where a student failed to meet a weight loss goal over the holidays, which poses a different mindset leading to failure in which a personal trainer has less control over but serves as valuable data. The data and thus recommendations gathered from the survey results are limited as only the general consensus amongst all responses were analyzed. Future studies should consider evaluating participant responses case by case, as a generally low preference for a certain factor may be very highly important to an individual participant and should be interpreted by comparing directly to their mindsets and how it may lead to unconventional beliefs. There were constructive criticism comments left in the survey from participants, where multiple mentioned the unintuitiveness of the likert scale used, where "neutral" being in between "slightly important" and "important" was awkward. In the future, "neutral" should be positioned aside from the scale, perhaps at the bottom of the scale. One participant recommended the survey put more emphasis on the factor of mental health in the consideration of mindsets, which is recommended to be studied in detail in future research.

Lengthening the survey to dive deeper into factors leading to success and failure may be helpful, however, a longer survey might jeopardize respondent retainment (participants offering full attention in completing the survey to the end).

We recommend conducting further study to explore the beliefs, attitudes, and mindsets that individuals who do not see themselves as successful hold. Additionally, further study is required to determine what are the beliefs, attitudes, and mindsets held by individuals who view themselves as successful, which are not held by individuals who do not consider themselves successful. The inclusion criteria for this survey required that all participants must consider themselves to have been successful, by their own definition, in meeting their fitness-related goals. Therefore, further study is required to understand participants who do not consider themselves successful, by their own definition, in meeting their fitness-related goals. While our survey identified themes, attitude, and beliefs held by participants who consider themselves to be successful, we were unable to determine whether those beliefs are different from those who do not see themselves as successful. Our research question was exploratory, so despite our conclusions there is still more that needs to be understood. Therefore, we recommend conducting further study to explore the beliefs, attitudes, and mindsets that individuals who do not see themselves as successful hold. Additionally, further study is required to determine what are the beliefs, attitudes, and mindsets held by individuals who view themselves as successful, which are not held by individuals who do not consider themselves successful. Should KIN 464 be used again to explore this topic, we recommend setting guidelines that emphasize comparison between the two groups, successful and not-successful.

Conclusion

The objective for this project was to research what the beliefs, attitudes, and perspectives are which are commonly held by people who see themselves as successful in their pursuit of their health and fitness goals. Following this, the greater understanding was expected to be instrumental in providing the UBC Recreation Personal Training Team about how to best educate, coach, and support individuals who are seeking to make positive life changes. Therefore, our overarching research question, exploratory in nature, is what beliefs, attitudes, and perspectives are commonly held by people who see themselves as successful in their pursuit of their health and fitness goals. The objective for this research project was achieved by conducting a cross-sectional and non-experimental study, therefore a cause-and-effect relationship was not able to be established (Kowalski et al., 2018).

Participants completed a consent form, and then subsequently completed a self-report Qualtrics survey that responded to questions and statements with a Likert Scale or with open-ended short responses. To find participants, purposive sampling, specifically the snow-ball method, was conducted. The survey was made available through a QR code on a poster that allows prospective participants to scan and complete the survey at their own convenience. Additionally, various clubs were asked to distribute the survey throughout their members. In total, 67 participants responded to the survey that met the inclusion criteria.

Once the survey was closed and the data was analyzed, the findings achieved and demonstrated important trends regarding beliefs, attitudes, and perspectives in individuals who see themselves as successful in achieving their fitness and health journey that informs the recommendation made to the UBC Recreation Personal Training Team. For example, participants agreed that some people are naturally more fit than others due to unalterable factors, such as genetic predispositions, but they disagreed that these genetic predispositions mean that an individual will never be as fit as those without them. Instead, participants

strongly agreed that individuals can substantially improve their fitness level with effort, regardless of genetic predisposition. Participants also responded that having a positive and friendly social relationship with their Personal Trainer was very helpful in achieving their health and fitness goals. Participants however also responded that their experience with a Personal Trainer was not helpful because their trainer had too many clients so they felt like a paycheck, and because their trainer was not receptive to their feedback to adapt the strategy. Findings like these, along with the rest of the findings, allowed for important feedback to be developed for the UBC Personal Training Team.

It is recommended that the UBC Personal Training Team take a client-centered approach, such towards the types of motivation and setting appropriate goals, and provide flexibility for the UBC Community during the exam period. It is recommended that they conduct an internal inventory, to the appropriate scope, to understand the barriers that do not allow the UBC Recreation Personal Training Team to have a better and deeper relationship with their clients. It is recommended that the UBC Recreation Personal Training Team emphasize to their clients that despite their genetic predisposition, or general starting point in their health and fitness journey, that they still have the capability to substantially improve their fitness and health with effort. It is recommended that the UBC Recreation Personal Training Team complete NCCP Coaching Courses that provide them with appropriate training in achieving these recommendations such as NCCP Basic Mental Skills, Mental Health in Sport, Creating a Positive Sport Environment, and Support Through Sport: Modelling Healthy Relationships. It is also recommended that UBC Recreation conduct further study to explore the beliefs, attitudes, and mindsets that individuals who do not see themselves as successful hold. Further study is required to determine what the beliefs, attitudes, and mindsets held by individuals who view themselves as successful are, but are also not held by individuals who do not consider themselves successful. This is a significant

limitation of this study, since we are unable to provide significant greater understanding to this as is the exploratory nature of this research. So, it is recommended that there is further study that grows upon our achievements and explores the comparisons better.

The findings that were achieved and the recommendations that were given are in line with the current literature, and builds upon the gaps within it. For example, this study suggests that individuals who see themselves as successful also possess a growth mindset, as they disagree that innate features mean that an individual will never be as fit as those different to them and instead strongly agree that individuals can substantially improve their fitness level with effort, regardless of genetic predisposition. This is aligned to literature as Orvidas et al. (2018) suggest that individuals with a growth mindset, viewing human attributes as malleable, increases exercising frequency, as opposed to fixed mindset, those who view human attributes as innate and unchangeable. The results also align with statements by Kwan et al. (2018) who claim that when participants meet their exercise goals and felt they had succeeded, they had higher intentions to exercise the following week. Participants from our study claimed that breaking up a larger goal into smaller goals, taking it a little at a time, was a helpful mindset for achieving success in their health and fitness goals. Whereas another participant claimed that their need to be perfect, and not being able to achieve everything, lead to them not feeling as if they were successful. Oh et al. (2017) even claim that accomplishing goals contributed to success. Building upon literature from Kwan et al. (2018), Oh et al. (2017), and our own research, this led to the recommendation that the UBC Recreation Personal Training Team take a client centered approach. The motivation behind this is that hopefully the UBC Recreation Personal Training Team will help their clients make realistic goals that are personal to them, and help them feel accomplished. Additionally, the fact that 63.1% of our participants responded that having a positive and friendly social relationship with their Personal Trainer was very helpful in achieving their fitness and health

goals, and 26.2% responded that it was helpful agrees with current literature. Oh et al. (2017) claim that connecting with others was another contributor to success, which aligns with the responses from our participants. Oh et al. (2017) also claim that the social elements of exercise, for example with friends, was another important factor for consistent physical activity, which is again consistent with our findings. An important limitation within the current literature is that its generalization is limited due to participation inclusion criteria, for example as Oh et al.'s (2017) study included only women. However, it is significant that our findings, despite having different participant population cities, are still aligned with the current literature. Another important limitation within current literature is a lack of studies that have concurrently examined the difference in attitudes towards and perceptions of exercise between individuals who currently perceive themselves as successful in comparison to those who do not. Our research fails to fill this gap because our inclusion criteria included only individuals who viewed themselves as successful in achieving their health and fitness goals. Therefore, this is a significant limitation in our study and the general current literature that should be explored. Our research findings instead suggest that participants feel that an individual can achieve their health and fitness goals with effort, regardless of genetic predispositions, and that participants also feel that having a friendly and social relationship with their Personal Trainer is very helpful in achieving their health and fitness goals.

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Appendix A

Recruitment Materials

Printed Poster Template



Figure A1. Are You Physically Active? Recruitment poster for the self-report Qualtrics survey.

Direct Message Template

Hello! I'm reaching out regarding a study being conducted to help the UBC Recreation Team in improving support to individuals in their health journey.

As your club is recreationally focused and greatly contributes to a community based around physical activity engagement, we would love and greatly appreciate your help by filling out a quick survey. Would you be able to share our survey to your members? Even having your exec team (or whoever is reading this) fill it out would be extremely helpful!

Also, filling out the survey enters you into a raffle for a chance to win a Lululemon yoga mat or a UBC Athletics prize pack!

Here is the link to our survey: https://ubc.ca/1.qualtrics.com/jfe/form/SV_cIwx2wPVe4cfpWu

Thank you so much for your help! I cannot emphasize enough how much of a help this is to us as well as UBC Rec!

Appendix B

Consent Form Template

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)

Participant Consent Form Facilitating Success in Fitness: Exploring the Beliefs, Mindsets, and Perspectives of University Students in Pursuit of Physical Activity Achievements [Group 11]

Project ID: H17-03560-A017

Principal Investigator: Dr. Andrea Bundon (Assistant Professor, School of Kinesiology, Faculty of Education)

The purpose of the class project: To gather knowledge and expertise from community members on the beliefs, mindsets and perspectives held in pursuit of their successful fitness and health goals, which will provide recommendations to the UBC Recreation Team in improving support to individuals in their health journey.

Study Procedures: With your permission, we are asking you to participate in a survey. You may only complete each survey once. With the information gathered, students will critically examine how different individuals understand or engage in health promoting activities or health promotion initiatives.

Project outcomes: The information gathered will be part of a written report for the class project. The written report will be shared with campus partners involved with the project.

Summaries of findings will also be posted on the following websites. UBC SEEDS Program Library:

<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/seeds-sustainability-library> No personal information/information that could identify participants will be included in these reports or shared with campus partners.

Potential benefits of class project: There are no explicit benefits to you by taking part in this class project. However, the survey will provide you with the opportunity to voice your opinion on your experiences with health promoting activities or initiatives in a broad sense and will provide the students with an opportunity to learn from your experiences.

Confidentiality: Maintaining the confidentiality of the participants involved in the research is paramount, and no names of participants will be linked to the data collected. At the completion of the course, all data (i.e. notes) and signed consent forms will be stored on a secure electronic drive by Dr. Bundon. All data and consent forms will be destroyed 1 year after completion of the course.

Risks: The risks associated with participating in this research are minimal. There are no known physical, economic, or social risks associated with participation in this study. You should know that your participation is completely voluntary and you are free to withdraw from the study and there will not be negative impacts related to your withdrawal. If you withdraw from the study, all of the information you have shared up until that point will be destroyed.

Contact for information about the study: If you have any questions about this class project, you can contact Andrea Bundon by email at andrea.bundon@ubc.ca

Research ethics complaints: If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca . or call toll free 1-877-822-8598.

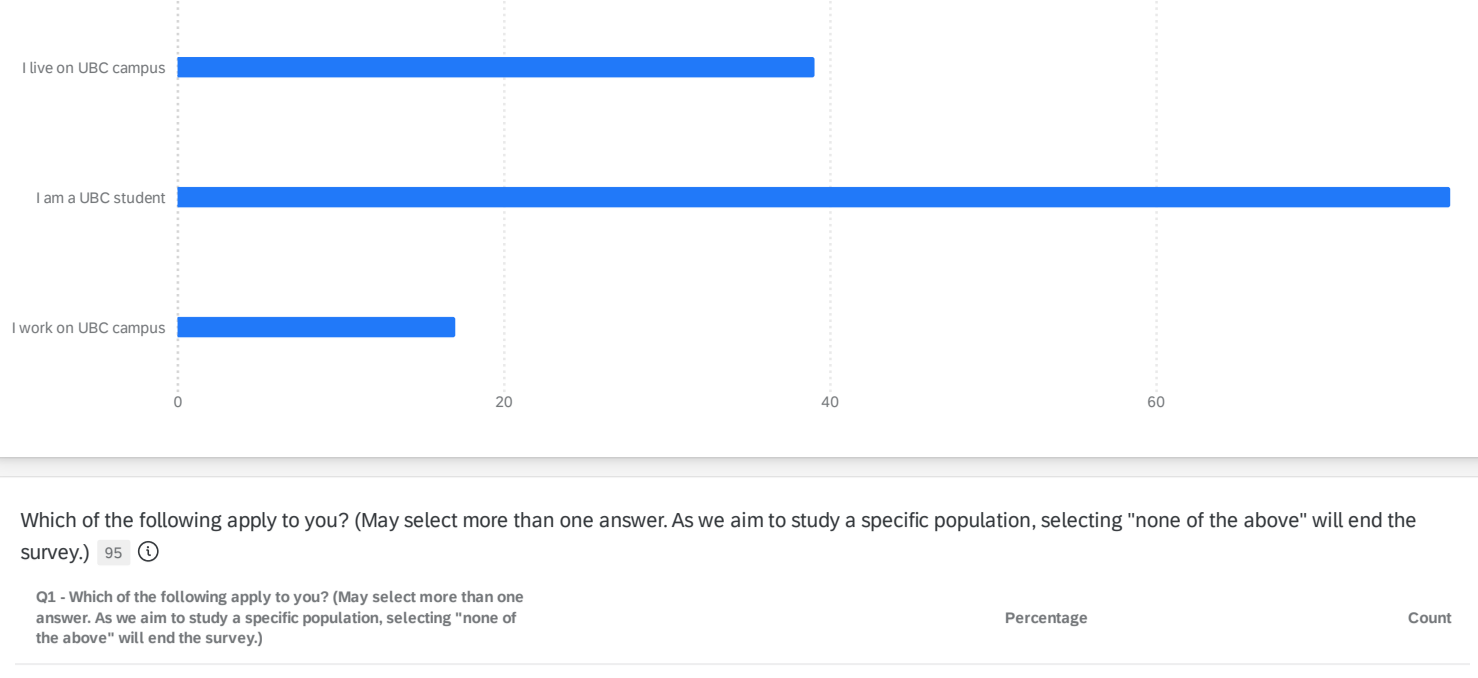
Consent: Your participation in this study is entirely voluntary and you may refuse to participate or withdraw from the study at any time.

By proceeding with this survey, I am confirming I have read the above information and agree to participate in this research project.

Appendix C

Survey Results

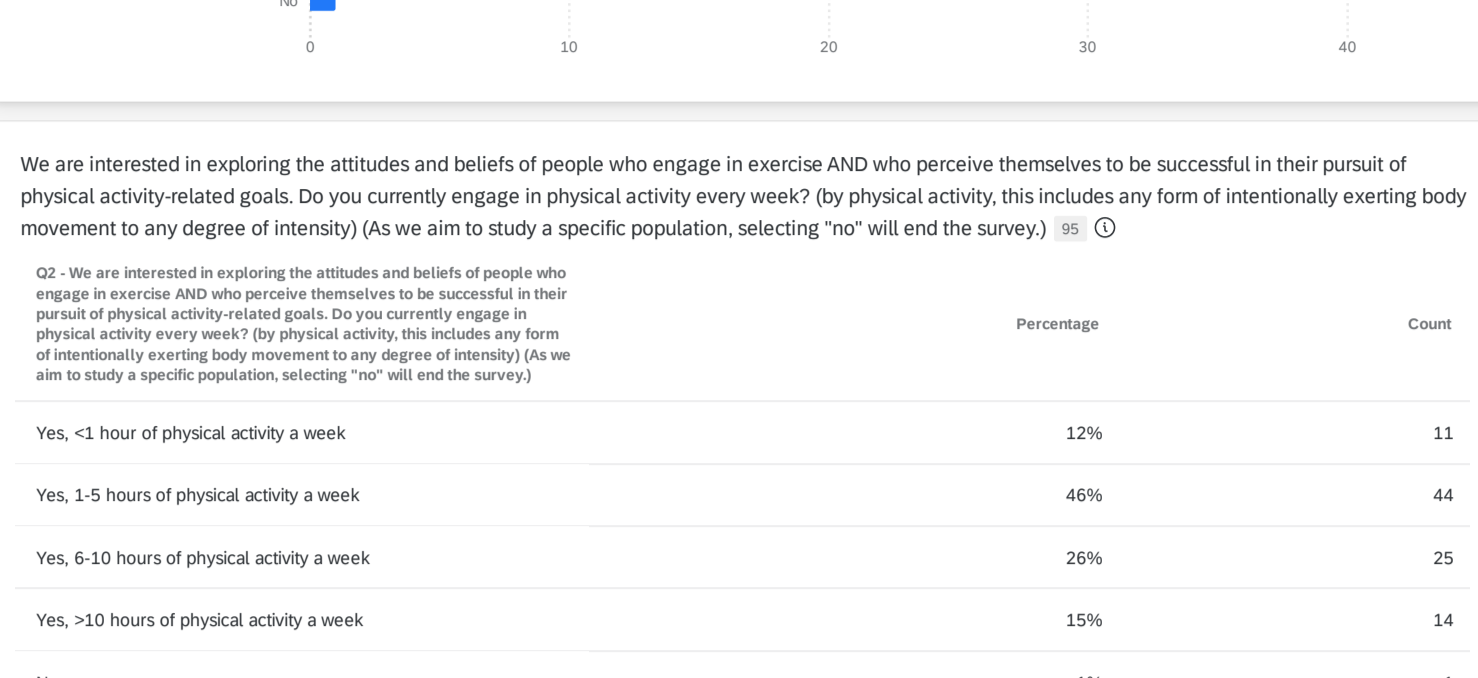
Which of the following apply to you? (May select more than one answer. As we aim to study a specific population, selecting "none of the above" will end the survey.)



Which of the following apply to you? (May select more than one answer. As we aim to study a specific population, selecting "none of the above" will end the survey.)

Q1 - Which of the following apply to you? (May select more than one answer. As we aim to study a specific population, selecting "none of the above" will end the survey.)	Percentage	Count
I live on UBC campus	41%	39
I am a UBC student	82%	78
I work on UBC campus	18%	17

We are interested in exploring the attitudes and beliefs of people who engage in exercise AND who perceive themselves to be successful in their pursuit of physical activity-related goals. Do you currently engage in physical activity every week? (by physical activity, this includes any form of intentionally exerting body movement to any degree of intensity) (As we aim to study a specific population, selecting "no" will end the survey.)



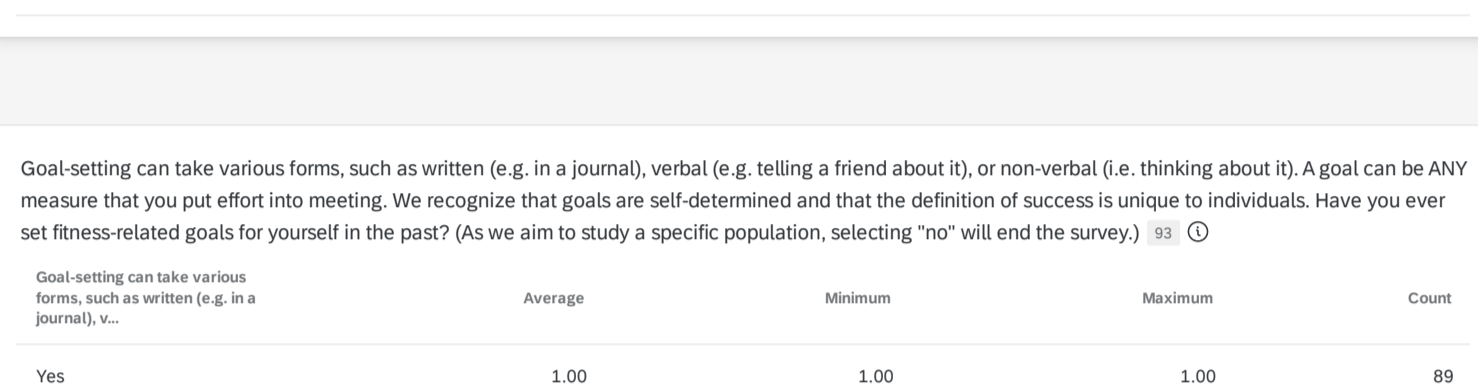
We are interested in exploring the attitudes and beliefs of people who engage in exercise AND who perceive themselves to be successful in their pursuit of physical activity-related goals. Do you currently engage in physical activity every week? (by physical activity, this includes any form of intentionally exerting body movement to any degree of intensity) (As we aim to study a specific population, selecting "no" will end the survey.)

Q2 - We are interested in exploring the attitudes and beliefs of people who engage in exercise AND who perceive themselves to be successful in their pursuit of physical activity-related goals. Do you currently engage in physical activity every week? (by physical activity, this includes any form of intentionally exerting body movement to any degree of intensity) (As we aim to study a specific population, selecting "no" will end the survey.)	Percentage	Count
Yes, <1 hour of physical activity a week	12%	11
Yes, 1-5 hours of physical activity a week	46%	44
Yes, 6-10 hours of physical activity a week	26%	25
Yes, >10 hours of physical activity a week	15%	14
No	1%	1

We are interested in exploring the attitudes and beliefs of people who engage in exercise AND who perceive themselves to be successful in their pursuit of physical activity-related goals. Do you currently engage in physical activity every week? (by physical activity, this includes any form of intentionally exerting body movement to any degree of intensity) (As we aim to study a specific population, selecting "no" will end the survey.)

We are interested in exploring the attitudes and beliefs of people who engage...	Average	Minimum	Maximum	Count
Yes, <1 hour of physical activity a week	4.00	4.00	4.00	11
Yes, 1-5 hours of physical activity a week	1.00	1.00	1.00	44
Yes, 6-10 hours of physical activity a week	2.00	2.00	2.00	25
Yes, >10 hours of physical activity a week	3.00	3.00	3.00	14
No	5.00	5.00	5.00	1

Goal-setting can take various forms, such as written (e.g. in a journal), verbal (e.g. telling a friend about it), or non-verbal (i.e. thinking about it). A goal can be ANY measure that you put effort into meeting. We recognize that goals are self-determined and that the definition of success is unique to individuals. Have you ever set fitness-related goals for yourself in the past? (As we aim to study a specific population, selecting "no" will end the survey.)



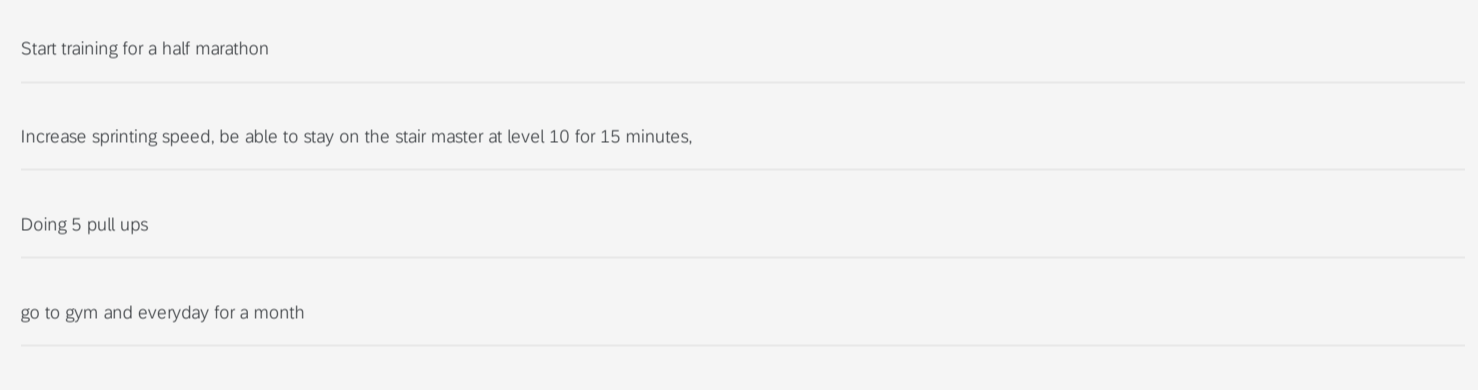
Goal-setting can take various forms, such as written (e.g. in a journal), verbal (e.g. telling a friend about it), or non-verbal (i.e. thinking about it). A goal can be ANY measure that you put effort into meeting. We recognize that goals are self-determined and that the definition of success is unique to individuals. Have you ever set fitness-related goals for yourself in the past? (As we aim to study a specific population, selecting "no" will end the survey.)

Q3 - Goal-setting can take various forms, such as written (e.g. in a journal), verbal (e.g. telling a friend about it), or non-verbal (i.e. thinking about it). A goal can be ANY measure that you put effort into meeting. We recognize that goals are self-determined and that the definition of success is unique to individuals. Have you ever set fitness-related goals for yourself in the past? (As we aim to study a specific population, selecting "no" will end the survey.)	Percentage	Count
Yes	96%	89
No	4%	4

Goal-setting can take various forms, such as written (e.g. in a journal), verbal (e.g. telling a friend about it), or non-verbal (i.e. thinking about it). A goal can be ANY measure that you put effort into meeting. We recognize that goals are self-determined and that the definition of success is unique to individuals. Have you ever set fitness-related goals for yourself in the past? (As we aim to study a specific population, selecting "no" will end the survey.)

Goal-setting can take various forms, such as written (e.g. in a journal), v...	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	89
No	2.00	2.00	2.00	4

Do you consider yourself to have been successful (by your own definition) in meeting those fitness-related goals that you have set? (As we aim to study a specific population, selecting "no" will end the survey.)

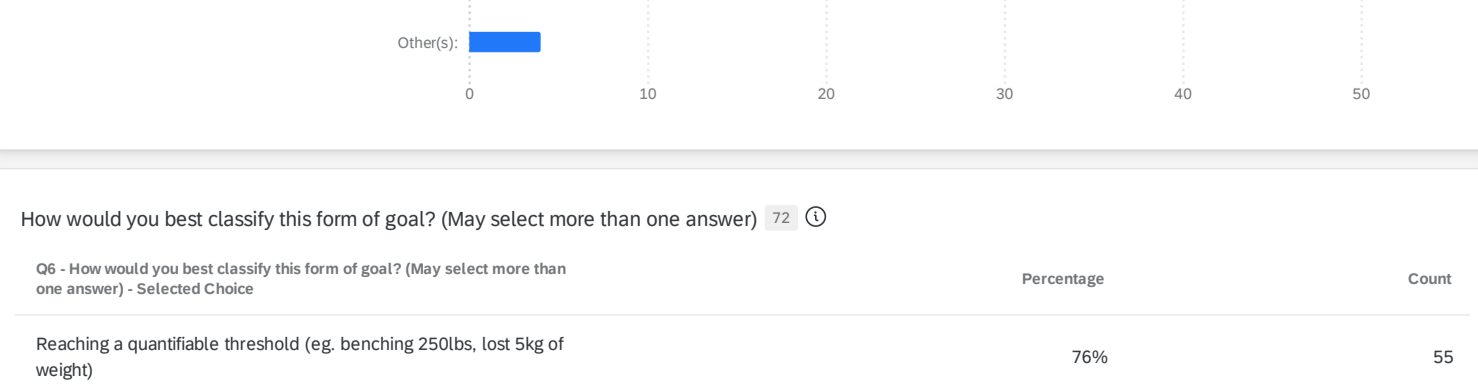


Do you consider yourself to have been successful (by your own definition) in meeting those fitness-related goals that you have set? (As we aim to study a specific population, selecting "no" will end the survey.)

Do you consider yourself to have been successful (by your own definition) i...	Average	Minimum	Maximum	Count
Yes	1.00	1.00	1.00	77
No	2.00	2.00	2.00	11

- muscle gain/weight loss
- Worked out 2/week at least
- 20 km bike ride in a set time
- Start training for a half marathon
- Increase sprinting speed, be able to stay on the stair master at level 10 for 15 minutes.
- Doing 5 pull ups
- go to gym and everyday for a month
- get up to 150lbs of body weight
- I tried to aim to work out at least two times every week at the gym for an hour or so and I have consistently achieved that in the past few weeks.
- Run 10km
- get toner
- Run a marathon
- Overall fitness improvement as well as competition
- Started a new sport to transfer my strength training skills to Olympic weightlifting
- Run a 10K
- Gym 4+ times a week
- I wanted to start consistently going to the gym again and I have been doing so
- went down to 15% body fat
- Finished my first full marathon
- Lost 10 pounds
- Bench press my own weight
- I successfully passed the examination for the first rank of my martial art
- Losing weight healthy manner
- I set a goal to do yoga at least twice a week and have been doing so since the last couple of months
- Benching 95lbs
- Going to the gym once a week
- Dropping from ~80kg to 71kg
- Go weight training for at least two hours five days a week
- Exercise regularly
- my goal was to start running and going to the gym consistently 6 days a week, which I have been doing since reading week.
- Weight loss
- Planking for 8:00;
- Learn a set number of choreographies p
- Being able to do push-ups properly
- Reaching a specific weight for squatting
- Consistently running 5 k in under 30 mins
- Walk at least 40 mins minutes everyday.
- Benching 235lb, deadlifting 405lb
- Run at least 3 times a week leading up a team sports event Storm the Wall
- being consistent
- Run a 5k
- I can shoulder press 80 lbs now and look visibly different compared to my starting physique wise.
- Logging workouts and increasing load through progressive overload
- Working out 3x week
- exercising consistently
- Benching more
- Run a marathon and qualified for Boston Marathon (my first marathon)
- Routine
- Weightlift 5 times per week.
- Gaining 10lbs
- Back during the pandemic, I had the goal to lose weight and I successful lost 30lbs. Recently, I have been trying to climb (bouldering) harder rated problems and I just reached that goal (V4-V5).
- Run a 15k
- Running longer distances
- Went to the gym 3x/week
- Squat 315 lbs
- One or more pull ups
- Remain in a calorie deficit every day, therefore work out to some degree every day + walk 15K steps every day
- hitting a bench pr
- Getting the front splits
- Gaining my flexibility back by stretching every night and going for walks. The goal is to regain my left splits.
- I started pilates with the goal to tone my body and I have made a lot of progress that I can see since I started my workouts in January.
- Completing a beginner running program
- Cycling and Pilates 2x a week
- Deadlift PR
- back squatted two plates
- I achieved going to the gym consistently to increase my stamina and stabilize my weight
- Run consistently for 1 month
- Lose 7 pounds to fit back into old clothes
- Doing a pull up
- 3 standard pullups
- Going to the gym three times a week
- Successfully hitting my personal best in DB press

How would you best classify this form of goal? (May select more than one answer)



How would you best classify this form of goal? (May select more than one answer)

Q6 - How would you best classify this form of goal? (May select more than one answer) - Selected Choice	Percentage	Count
Reaching a quantifiable threshold (eg. benching 250lbs, lost 5kg of weight)	76%	55
Achieving a competitive ranking (eg. placed 1st in nationals)	6%	4
Acquiring a juried position (eg. passed the tryouts for cheerleading team)	0%	0
Qualitative self-evaluation (eg. "I worked hard this month")	46%	33
Other(s):	6%	4

- consistency
- Family competition
- Specific exercise/technique goals

What were mindsets (thoughts/beliefs) that led to your success? (1-3 sentence answer)

I can do this

I want to be strong

Having fun while doing any sort of exercise. It huge for me and thinking about the benefits in the long run

Breaking the goal up into smaller goals, focusing on the next step instead of everything. I still have to do

Be disciplined and show up as often as I can.

I went from 0 pull ups to 1.1 can get to 5 pull ups

Religion/becoming a better person

Who's gonna carry the load? And the log?

I consistently reminded myself of the benefits of working out such as health-related ones. I also told myself that I was able to achieve my goals and that I am capable.

Keeping a routine, constantly evaluating my current progress and not allowing myself to quit.

summer body

Having a pace day for my marathon helped. It was like a due date for a school project, having the date kept me accountable

idk

Keeping positive is really important, when I think negative things about my progress it tends to hinder my progress. Also, being consistent and keeping yourself accountable to keep showing up at the gym is important. Persistence to never giving up

Believing that I could do anything aside beliefs that I could not do it

Doing it because I could, making a habit of it, learning to enjoy it.

Don't compare yourself give yourself grace but believe in your abilities

perseverance, proving to myself, dedication

Consistency over perfection. Fear of failure after committing myself to a goal. Imagining how good it would feel to accomplish my goal.

Showing up takes you a long way. The next time they see you, you'll be different and for the better and they will realize what they lost. Show up for you. EVERY DAY.

I pursue strength, body positivity, and minimizing proneness to injury. I also attend the gym with a gym partner which motivates me

The greatest thing that helped me achieve my goal was believing I was capable of achieving it in the first place. I had to put aside any thoughts of doubt.

Not staying fat

It was mostly because I really like doing yoga and it makes me feel empowered

That I don't have a choice

Physical activity is good for my health

If by going to the gym and going to practice I can take my mind off school, therefore I should go as often as I can cause thinking about deadlines suck

I want a good looking body and a girlfriend

It's for my well being and nobody is forcing me to do it

mental health and realizing that I need to take better care of myself if I want to be happier

I was part of an accountability group where if we didn't make our weight loss goal each month, there was a small financial penalty. At the end of the 6 months, we spent the money of more on a good dinner together

I can always achieve more than my mind thinks - by pushing thru mental constraints I can achieve 30% more

The intrinsic motivation and song selection

That I need to commit to the gym, and not make excuses that I'm too busy

Consistency and pushing myself?

Rest more. Don't push yourself. Slow and steady wins the race. Quality over quantity.

Health is the most important thing while aging and is the easiest exercise I can do considering time and how easy it is to do this.

Keeping myself accountable for progress

Team success, by my best

body dysmorphia)

Imagining how I will feel when completing the goal.

I stayed consistent, was locked in, and had a winner mentality.

Determined mindset and usually also a time when I am able to focus a considerable amount of time

Consistency

to try is better than to not try at all.

Pep talks before the gym to keep me motivated

I believed in myself and I trusted the training process.

Discipline/ health

Maintaining discipline was the most important mental goal for myself. I remembered how much better I felt after physical activity, and how much it helped regulate my stress levels.

I was very motivated because I was unhappy with my appearance

Climbing positive reinforcement and believing I can do it. The weight loss was more negative and led to body image/ not positive thoughts (I was lost).

I know that I had run 10k many times in the past, so I told myself that pushing myself to 15k was manageable and realistic. I also didn't put too much pressure on myself to achieve it when I went to the gym - it just happened to see what happens.

Just leave the house even when I don't feel like. Do fitness activities with friends to stay motivated

It helps me with my mental health which motivates me to stay consistent

The biggest mindset was to be disciplined, sticking to my program even if I didn't feel like sticking to it.

I learned about how to slowly work towards a pull up (with the help of a machine than bands, then trying with knees bent and trying with someone spotting). I also set the pull up goal for myself in 2023 as my New Years resolution. I tried to do pull ups every one I went to the gym (3-5 times a week), and I was able to do one. Once I was able to do one I knew that more would come easily to me as a lot of people have told me much about doing a pull up comes from believing in myself.

That I won't feel accomplished at the end of the day if I don't succeed, or that I won't see the results that I want if I don't stick to my goal.

commitment to going every week, knowing it was an achievable goal

I've wanted to do the splits for a long time and it would be cool to achieve!

I personally tell myself that any work for self improvement is good work. Being kind to myself and coaching that we've got this and we can do it!

To keep going because summer is coming up and some of my vacations planned. I knew I could do it and I saw summer as my motivation.

It will get easier each time I do it. I will feel better when I'm done!

It's feel good physically and mentally

Maintaining consistency

consistency and positive thinking

That I would be healthier if I did so. Also, that I need to build up tolerance to fitness. Finally, that the outcome would be worth it.

I believed achieving this goal would help me enjoy life more (improving fitness opens doors and makes things easier!) And I enjoy running so setting a consistency goal helped me prioritize doing it more)

Do not give up, it takes patience and time to see results

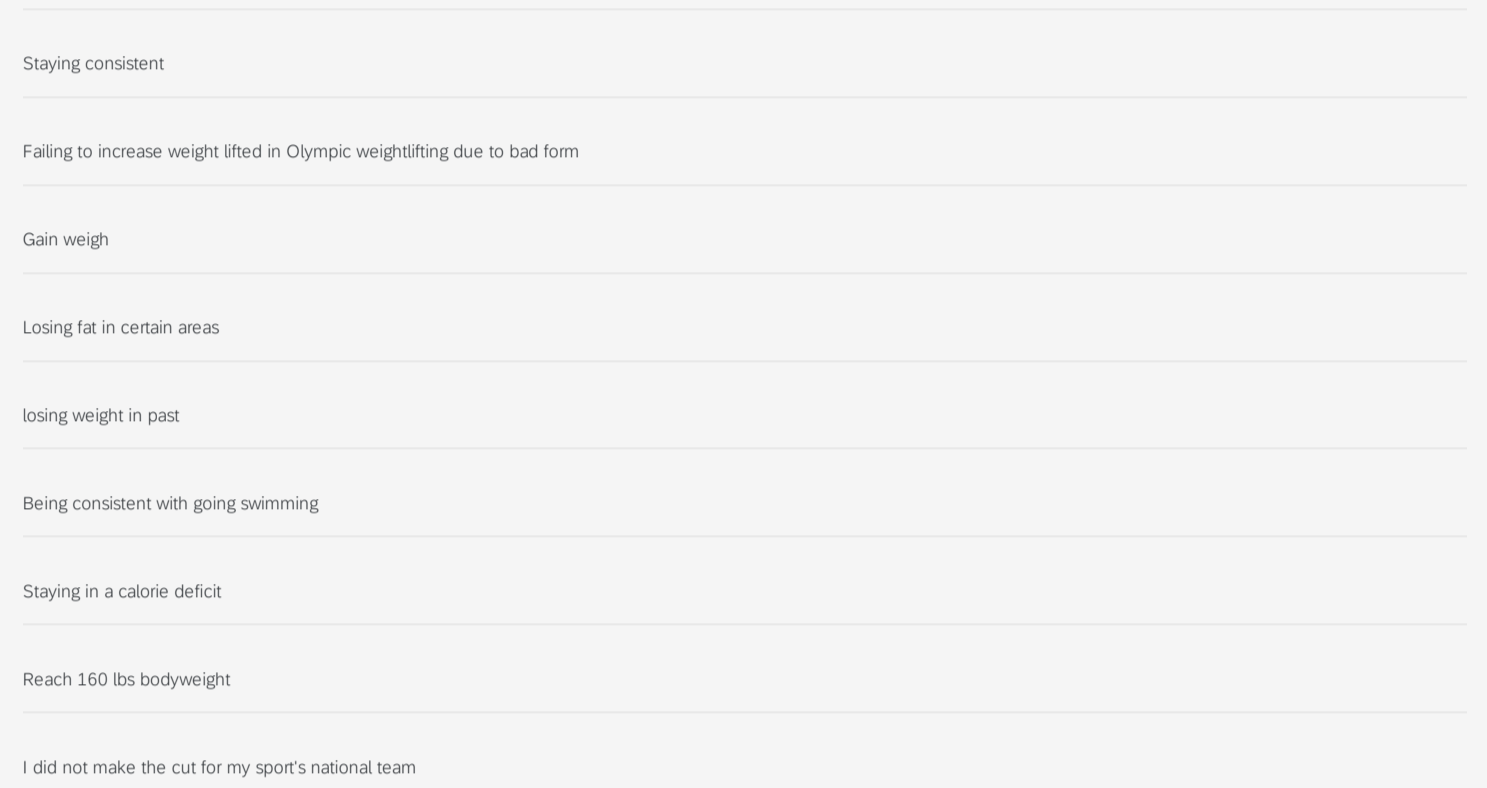
Just keep trying

Just do it

Mostly knowing it will help my depression and improve my mental health. My fear of gaining weight (which I'm trying to work through) is also partially motivating

Dedication, resilience

In regards to the ability for a person to achieve fitness-related goals, to what extent do you agree with the following statements? (7)



In regards to the ability for a person to achieve fitness-related goals, to what extent do you agree with the following statements? (7)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Some people are naturally more fit than others due to unalterable factors	1	5	7	40	17
I am a person who has a genetic predisposition for fitness	2	13	28	20	7
People who are not genetically predisposed to being fit will never be as fit	15	38	12	5	0
You can substantially improve your fitness level with effort regardless of...	0	0	2	32	36

In regards to the ability for a person to achieve fitness-related goals, to what extent do you agree with the following statements? (7)

In regards to the ability for a person to achieve fitness-related goals, to what extent do you agree with the following statements? (7)	Average	Minimum	Maximum	Count
Some people are naturally more fit than others due to unalterable factors	3.96	1.00	5.00	70
I am a person who has a genetic predisposition for fitness	3.24	1.00	5.00	70
People who are not genetically predisposed to being fit will never be as fit	2.10	1.00	4.00	70
You can substantially improve your fitness level with effort regardless of...	4.49	3.00	5.00	70

Didn't meet physio goals

Trying out for a varsity team (September)

Go gym three times a week

Squatting 135 pounds this academic year

Do more sets

finish 3 plates by the end of the summer

I had a goal of being able to do lat pull downs at a weight of 70lbs consistently for 10 reps. I wasn't able to meet that goal and still consistently sit at 50lbs

Squat 135 pr in 5 weeks prep

going to gym 5 times a week

Working out daily

Staying consistent

Failing to increase weight lifted in Olympic weightlifting due to bad form

Gain weigh

Losing fat in certain areas

losing weight in part

Being consistent with going swimming

Staying in a caloric deficit

Reach 160 lbs bodyweight

I did not make the cut for my sport's national team

Not benching past 2 plates in 6 months

I wanted to be able to start benching but couldn't

Pull ups

Not Going to the gym on the day I was going to go

Missing tournament

Maintain my 5 day/week weight training schedule throughout university

Not letting school get in the way

need to be consistent in working out last exam season and ended up not even doing anything when things got busy

Reducing mile time

Rowing for 2.5 Km at 2:00 per 500 m

going every day of the week to dance

Being able to do pull ups by the end of last year

Giving up on running after a few weeks

To do a pull up after a year of training

Failed to follow the instructions from my physiotherapist

Gaining 100bs over 2 months to go from 180lbs to 190lbs bw

Go to gym 4times a week

decreasing my mile time

None

I was a little slow with my out

Doing a pull up but it has just never happened no matter how hard I have tried

Low body fat percent

lose weight

Benching as much as I wanted to by now

run a sub 30 minute half marathon

Time

Bench 135

Benching 135lbs

I tried to start trail running and failed at reaching my time goal for the 5k last week.

bench press 300bs dumbbells for 4 sets at 10 reps

Making a high level dance team

Squat 100bs

Sticking to my diet and maintaining leanness

Losing 5-10kg, I lost around 5 but I kept gaining it back and losing it in the span of a year.

Do cardio 1-2 times every week

squat pr

Doing 10 pushups

Wanting to return to running. I shed a little but I'm not being consistent

Eating more meals. I'm not consistent, which I can see negatively influence my fitness journey.

Planning to go to a group class once a week

Obtaining a split before a given deadline

Attempted squat PR

failed to bench press 100lbs

Losing 5 extra pounds

I didn't hit the 300 lbs deadlift I wanted to hit last spring

Go to spin class three times a week

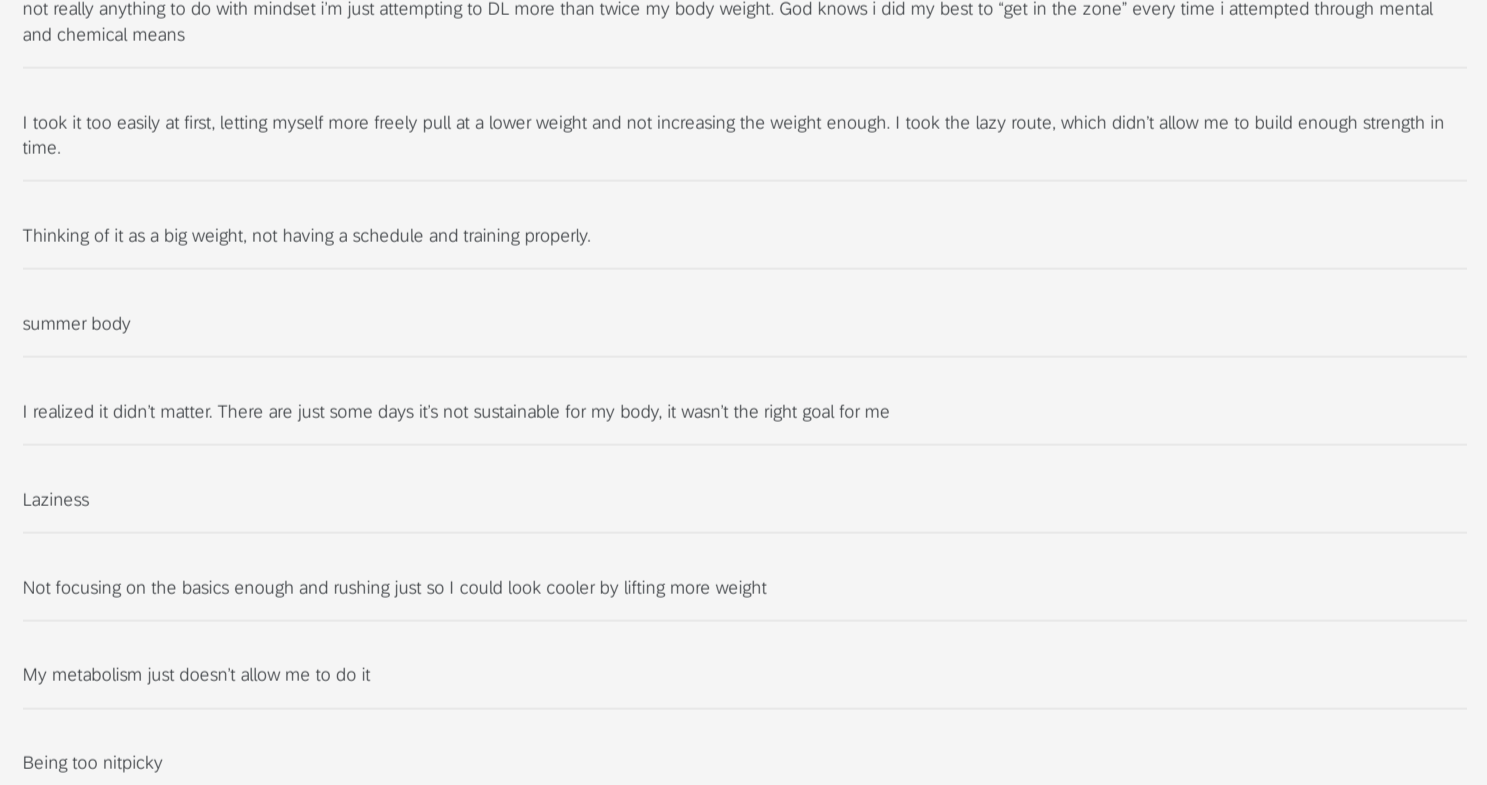
N/A

I don't set very strict timeline for myself

I haven't started roller skating again

Didn't go to gym

How would you best classify this form of goal? (May select more than one answer) (8)



Q19 - How would you best classify this form of goal? (May select more than one answer) - Selected Choice	Percentage	Count
Reaching a quantifiable threshold (eg. benching 250lbs, lost 5kg of weight)	64%	44
Achieving a competitive ranking (eg. placed 1st in nationals)	1%	1
Acquiring a prized position (eg. passed the tryouts for cheerleading team)	4%	3
Qualitative self-evaluation (eg. "I worked hard this month")	32%	22
Other(s):	7%	5

Specific exercise related

Self motivation trying to do better

N/A

Forgot to

Not being good enough, saying I didn't try enough

I don't have time

I'm not dedicated enough to get there, what's the point of being able to do it anyway

Is it really useful?

not really anything to do with mindset (I'm just attempting to DL more than twice my body weight. God knows I did my best to "get in the zone" every time I attempted through mental and chemical means

I took it too easy at first, letting myself more freely put at a lower weight and not increasing the weight enough. I took the lazy route, which didn't allow me to build enough strength in time.

Thinking of it as a big weight, not having a schedule and training properly.

summer body

I realized it didn't matter. There are just some days it's not sustainable for my body. it wasn't the right goal for me

Lackness

Not focusing on the basics enough and rushing just so I could look cooler by lifting more weight

My metabolism just doesn't allow me to do it

Being too picky

welting in, it's not that bad, stress, I'm just biologically set up for failure

This goal was not a priority in my life and other things that were more important ended up taking over

One doesn't won't change my progress. I've failed already so might as well give up and start again tomorrow

I have not eaten enough to gain weight because of financial stress. Stems about other aspects of life limiting my time to cook also leads to my lack of eating. I also value eating healthy, and this limits my ability to consume sufficient protein and calories because my appetite limits my consumption and to consume enough to gain weight while eating healthy requires eating more than what might feel natural.

I did not put forth my best effort leading up to evaluation. I allowed myself to give up.

Busy schedule

Under confidence and self doubt

Not practicing enough

I am lazy

I think I didn't put myself to a high enough standard, being one of the first tournaments I've been to, there might have been some part of me that was okay with losing

Underestimating the workload of 1st year engineering

I'm too busy or tired

needing to be perfect or not do it at all. I could not achieve everything I wanted to, so I just ended up giving up

This school/work was more important. Gave over working out when deadlines were approaching.

I wasn't a believer or mislead - it was pain due to a herniated disc. I'm recovering from

I was busy and the gym is only open at specific times which I wasn't able to attend

I don't think it was a mindset thing. I guess maybe I just didn't work hard enough or maybe I need more time or better technique

Consistency and getting outside

I'm not seeing results so I never will

Tiredness, no time or doubt to effectiveness.

N/A, I got pneumonia and lost a lot of weight

All or nothing

burnout

I haven't set myself many goals

Not as consistent with cardio

I think it has been a general lack of focus and difficulty choosing just one goal to really focus on

Genetic predisposition of bodyfat

not being strict enough with myself

Too high of a goal

My training leading up to this race was not strong (in my mind, it was weak) and during the race, I let go of my goal.

Motivation

I don't like the exercise of bench lifting and often avoid it. Since I didn't put effort forward improve my current bench I did not meet my goal.

I wouldn't say that I failed cause I have no timeline for my goal. I just expected to reach it faster. I haven't managed to do so yet because I sometimes get too stressed about other aspects of my life that I don't have time to focus on progress in the gym

I think I got into my head that I couldn't do it (not fit enough or too heavy and short leg)

When the reps started to get difficult and I felt fatigued, I assumed I couldn't push myself anymore and I quit.

Not practicing enough. Being nervous day of audition.

N/A

Being relaxed with my diet and allowing myself to cheat on it. This lead to excessive cheating

I think losing weight have always been something I struggled with as I stress eat and have really bad body dysmorphia. Whenever I try a diet it works for the first 2 weeks or so and then I slowly stop, leading me to gain back the weight even if I didn't start eating a lot. I think, mostly it was my body dysmorphia and binge eating that stopped me.

Cardio that doesn't involve playing a sport is hard, and not fun

wasn't dedicated enough, kind of thought I couldn't do it to begin with

I can't do it no matter how much I practice

Feeling down and constantly making excuses for why not to do it. Too tired, it's saving etc

Thinking that it would be easy to eat more meals in the day when I'm not usually used to it.

Feeling too busy and too tired after long days of work.

It's just not what my body can do yet and my goal timeline was too rushed

Believing I had done the requisite amount of strength training to hit the new PR

I didn't take pre workout

That I would need to work extremely hard to do so. And that I would have to reach it soon. Finally, that I would be unable to reach it quickly.

I really burned out on powerlifting at the same time that I was also going through some life changes so I just didn't have the motivation to do the lift but obtaining I needed to to

No time in my week for this

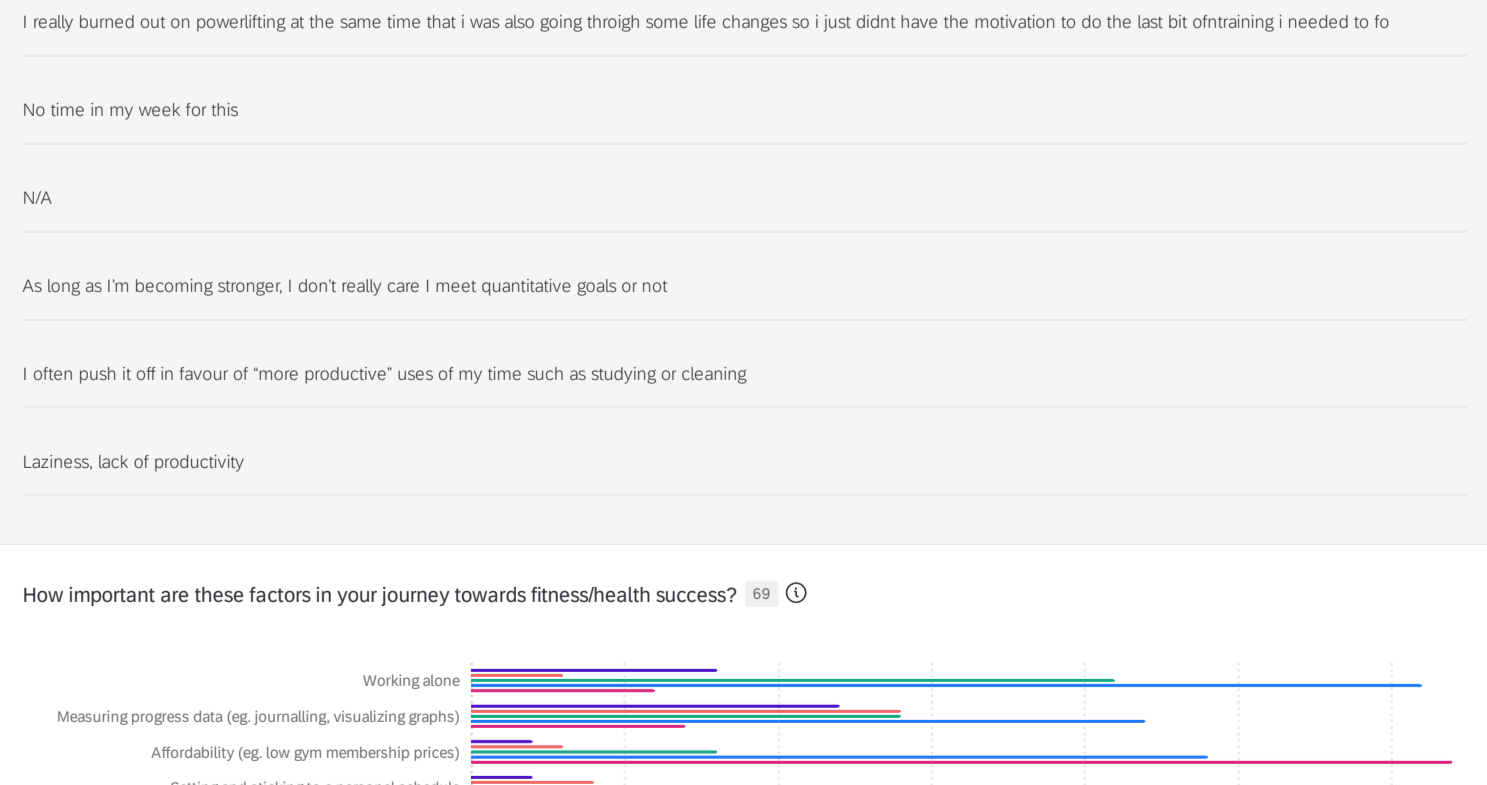
N/A

As long as I'm becoming stronger, I don't really care I meet quantitative goals or not

I often push it off in favour of "more productive" uses of my time such as studying or cleaning

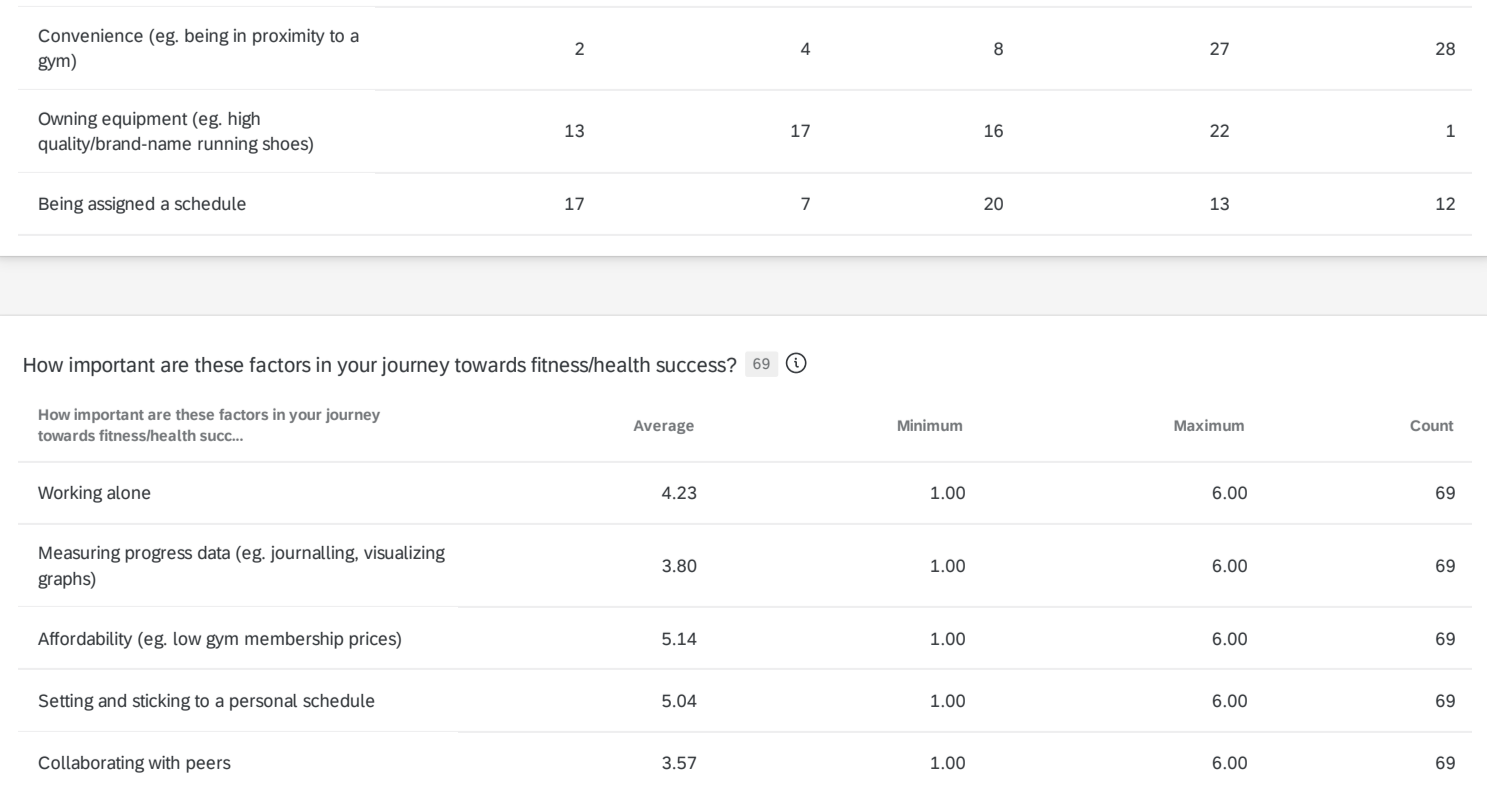
Lackness, lack of productivity

How important are these factors in your journey towards fitness/health success? (8)



How important are these factors in your journey towards fitness/health success?	Average	Minimum	Maximum	Count
Working alone	4.23	1.00	6.00	69
Measuring progress data (eg. journaling, visualizing graphs)	3.80	1.00	6.00	69
Affordability (eg. low gym membership prices)	5.14	1.00	6.00	69
Setting and sticking to a personal schedule	5.04	1.00	6.00	69
Collaborating with peers	3.57	1.00	6.00	69
Positive verbal reinforcement from others (eg. words of encouragement)	4.25	1.00	6.00	69
Having the support of a coach, personal trainer and/or other fitness profes...	3.12	1.00	6.00	69
Convenience (eg. being in proximity to a gym)	5.06	1.00	6.00	69
Owning equipment (eg. high quality/brand-name running shoes)	3.54	1.00	6.00	69
Being assigned a schedule	3.70	1.00	6.00	69

Have you ever worked with a personal trainer at one of the facilities operated by UBC Recreation? (8)



Q23 - Have you ever worked with a personal trainer at one of the facilities operated by UBC Recreation?	Percentage	Count
Yes, for some time/currently	6%	4
Yes, but withdrew	1%	1
No, decided not to	55%	38
No, still deciding	6%	4
No, never heard of this program	22%	15
No, working/worked with a personal trainer not associated with UBC Recreation	10%	7

Have you ever worked with a personal trainer at one of the facilities operated by UBC Recreation? 69

of the facilities opera...	Average	Minimum	Maximum	Count
Yes, for some time/currently	1.00	1.00	1.00	4
Yes, but withdrew	6.00	6.00	6.00	1
No, decided not to	2.00	2.00	2.00	38
No, still deciding	4.00	4.00	4.00	4
No, never heard of this program	5.00	5.00	5.00	15
No, working/worked with a personal trainer not associated with UBC Recreation	7.00	7.00	7.00	7

Planned things out for me, made it so I didn't have to think about it. I only had to do it.

Held me accountable

Allowed me to be more confident at the gym alone

He adjusted my squat and deadlift form to be more efficient and better on my body.

Encouragement, accountability

Giving me programs, doing the math / brain work to let me know how to change if needed to be more effective

Provided direction, right way to do exercises

no personal trainer

Helped me with form on exercises. Kept me consistent with the appointments

motivates me, believes in me, and sets me goals that are difficult but within my reach

Regular contact helped build consistent habits

SORRY I thought the question was asking if you ARE a personal trainer (I am) I've never worked with one here but I am one!! So sorry to those pff your data!!

Had too many clients. Didn't feel personal, more like I was just a paycheck to them.

I stopped enjoying my fitness journey and was maybe too obsessed with numbers

Showed me how far I am from my goals

N/A

Reliance

Sometimes they have wacky diet tips and stuff they try to share

NA

no personal trainer

Odd being watched sometimes. Wasn't as motivating

NA

They weren't always receptive to my feedback to adapt the strategy.

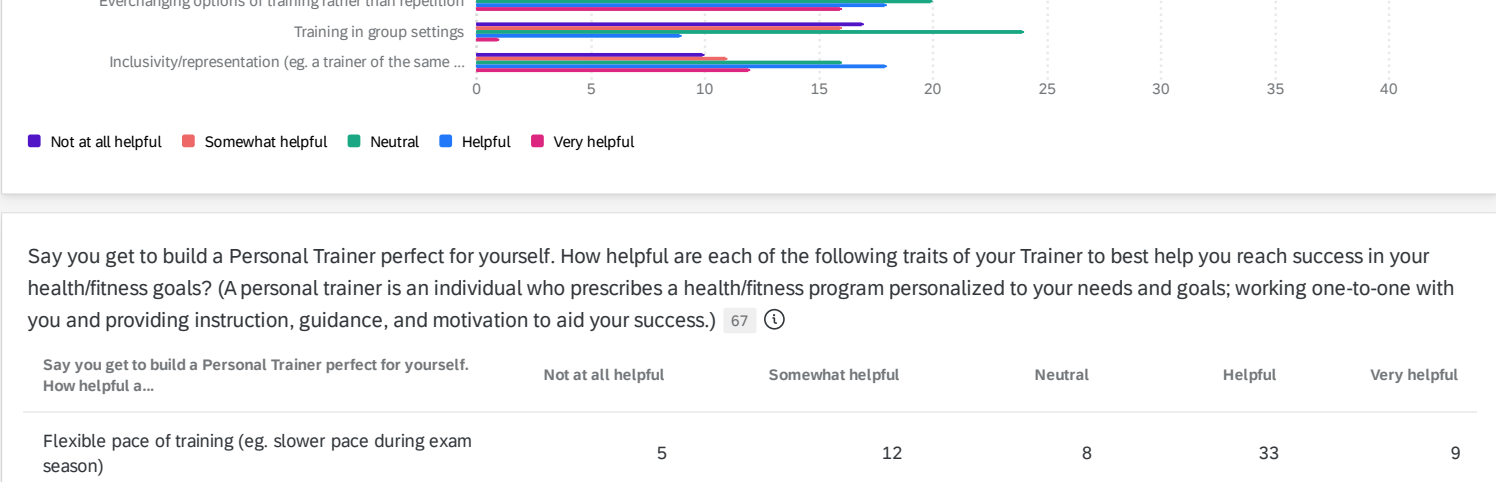
N/a

What were reasons for not using the UBC Recreation Personal Trainer program? (1-2 sentences) 0

No data found - your filters may be too exclusive!

N/A

Say you get to build a Personal Trainer perfect for yourself. How helpful are each of the following traits of your Trainer to best help you reach success in your health/fitness goals? (A personal trainer is an individual who prescribes a health/fitness program personalized to your needs and goals; working one-to-one with you and providing instruction, guidance, and motivation to aid your success.) 67



Say you get to build a Personal Trainer perfect for yourself. How helpful are each of the following traits of your Trainer to best help you reach success in your health/fitness goals? (A personal trainer is an individual who prescribes a health/fitness program personalized to your needs and goals; working one-to-one with you and providing instruction, guidance, and motivation to aid your success.) 67

How helpful a...	Not at all helpful	Somewhat helpful	Neutral	Helpful	Very helpful
Flexible pace of training (eg. slower pace during exam season)	5	12	8	33	9
Closely manages habits (eg. nutrition) outside of physical training	5	9	15	22	16
Allows for a spontaneous schedule	12	16	14	21	4
Keeps a rigid schedule	1	13	15	26	12
Flexibility of training location	4	7	18	27	11
Positive, friendly social relationship	0	2	5	17	43
Frequent positive reinforcement and motivation	0	5	11	17	34
Everchanging options of training rather than repetition	4	9	20	18	16
Training in group settings	17	16	24	9	1
Inclusivity/representation (eg. a trainer of the same ethnicity/gender/age...	10	11	16	18	12

Say you get to build a Personal Trainer perfect for yourself. How helpful are each of the following traits of your Trainer to best help you reach success in your health/fitness goals? (A personal trainer is an individual who prescribes a health/fitness program personalized to your needs and goals; working one-to-one with you and providing instruction, guidance, and motivation to aid your success.) 67

How helpful a...	Average	Minimum	Maximum	Count
Flexible pace of training (eg. slower pace during exam season)	3.43	1.00	5.00	67
Closely manages habits (eg. nutrition) outside of physical training	3.52	1.00	5.00	67
Allows for a spontaneous schedule	2.84	1.00	5.00	67
Keeps a rigid schedule	3.52	1.00	5.00	67
Flexibility of training location	3.51	1.00	5.00	67
Positive, friendly social relationship	4.51	2.00	5.00	67
Frequent positive reinforcement and motivation	4.19	2.00	5.00	67
Everchanging options of training rather than repetition	3.49	1.00	5.00	67
Training in group settings	2.42	1.00	5.00	67
Inclusivity/representation (eg. a trainer of the same ethnicity/gender/age...	3.16	1.00	5.00	67

No

your Likert scale for the previous section doesn't really work. "neutral" isn't logically between "slightly" and "moderately" helpful. Also I think you miss options for the type of personal trainer who encourages you through less positive ways. If I were to get a personal trainer I don't need someone who tells me everything I'm doing is great and that it's okay to miss a day if I'm busy; I want a trainer who tells me to run an extra mile because I was slow on the last one or to do one more set because my form got sloppy and the last set didn't count.

N/A

No

NA

Add a weight scale in the birdcoop gym, enforces positive weight tracking

It's taken a lot of time to find what works for me and what works for me won't necessarily work for others.

N/A

Thank you!

Nope

no

No

Nope :)

I think the mental health aspect of fitness is important and safety discussed.

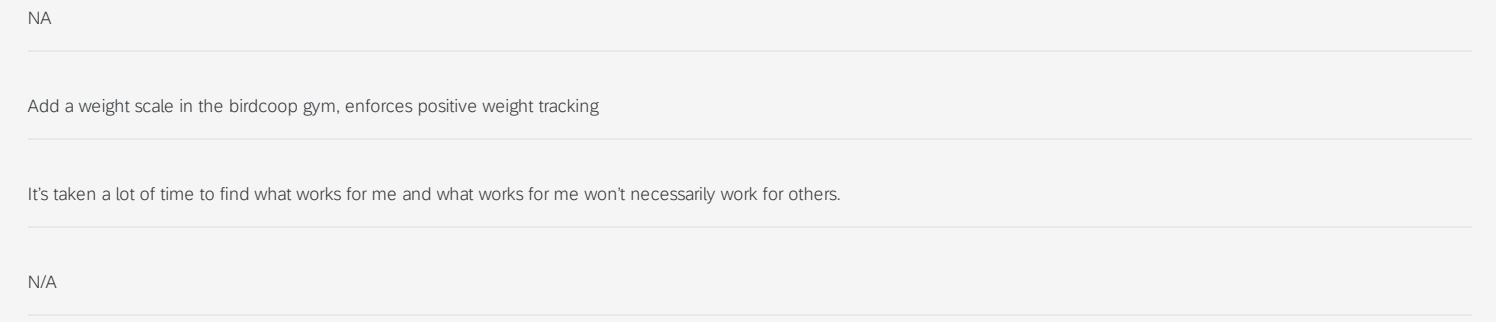
n/a

Love what you guys are doing! Keep up the great work :)

You might consider in the future changing scale anchors! Neutral between slightly important and important seemed a bit odd.

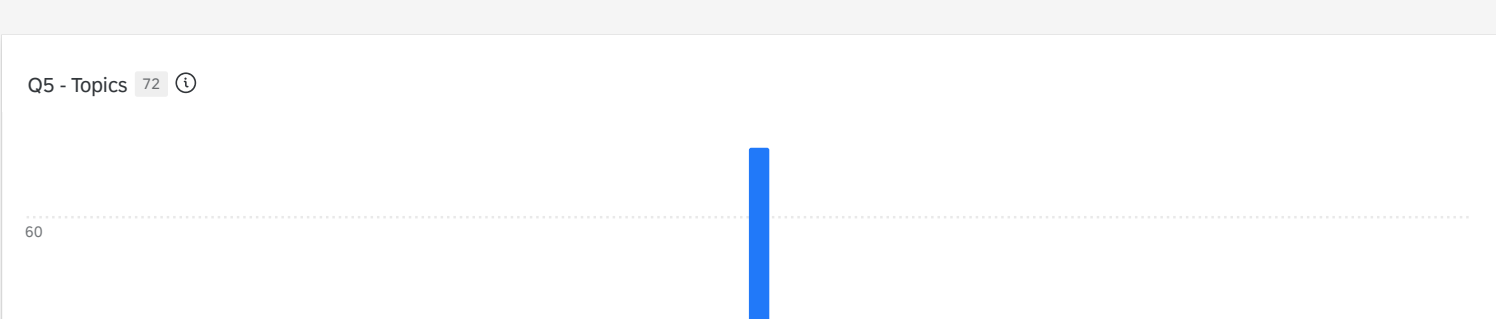
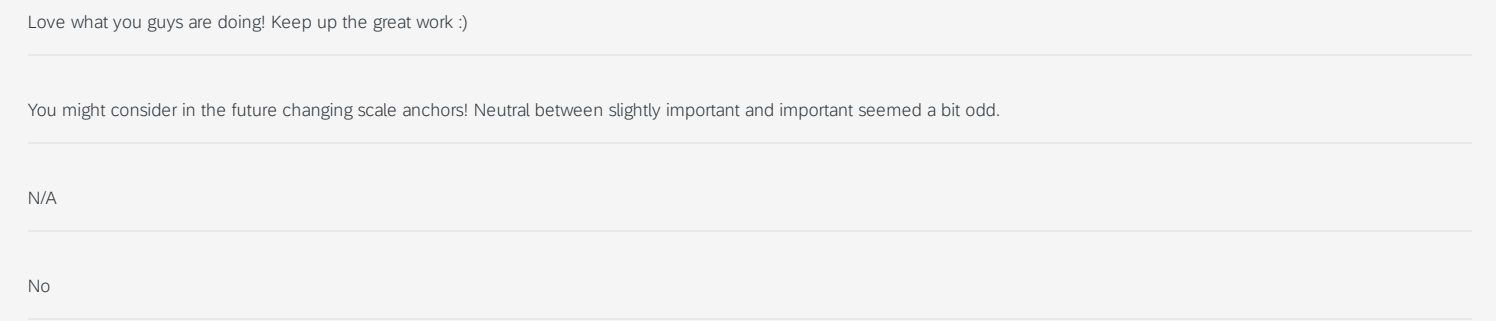
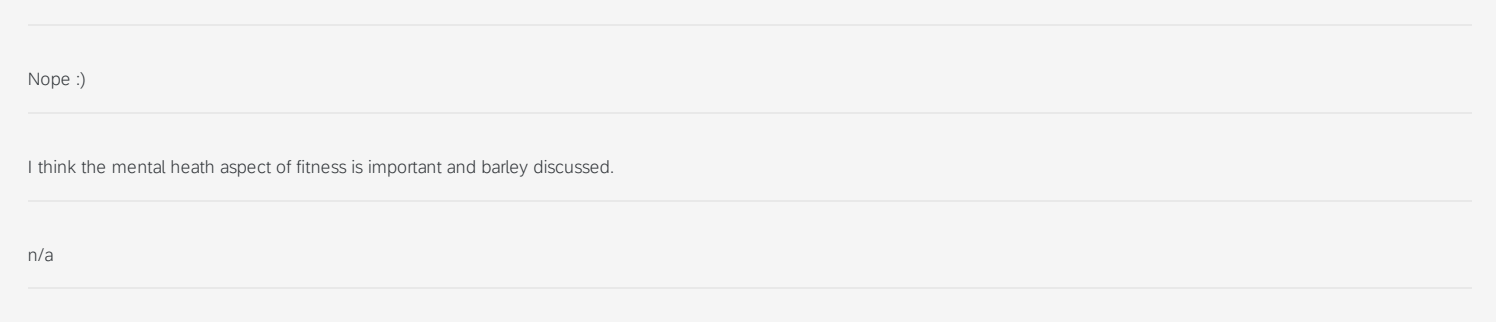
N/A

No



Q5 - Parent Topics 0

No data found - your filters may be too exclusive!

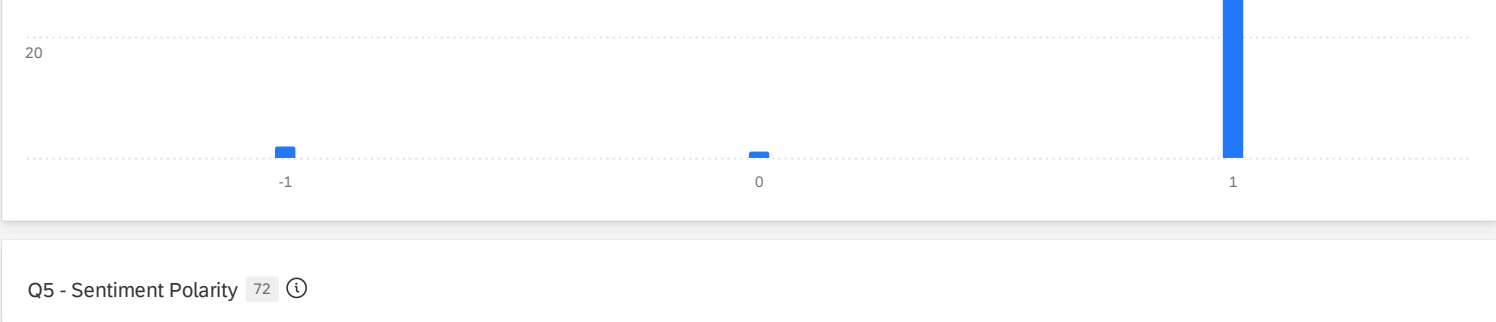
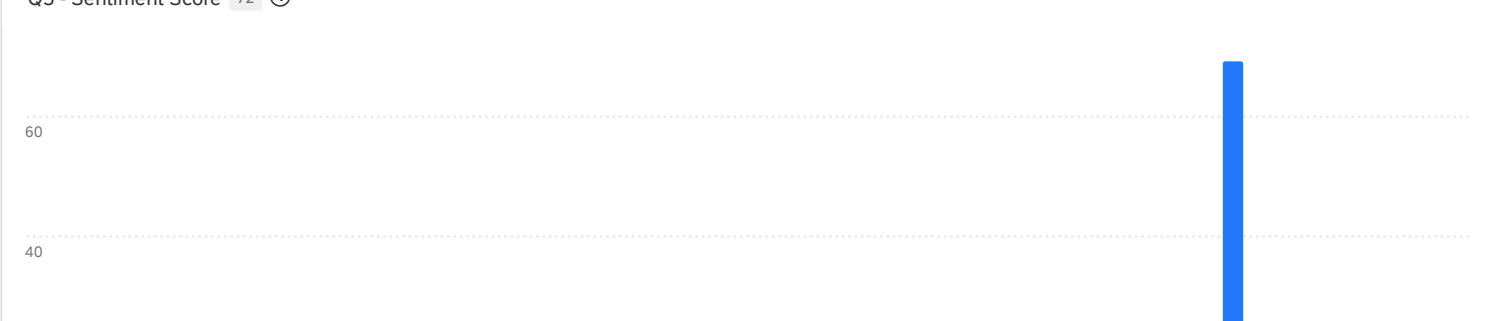
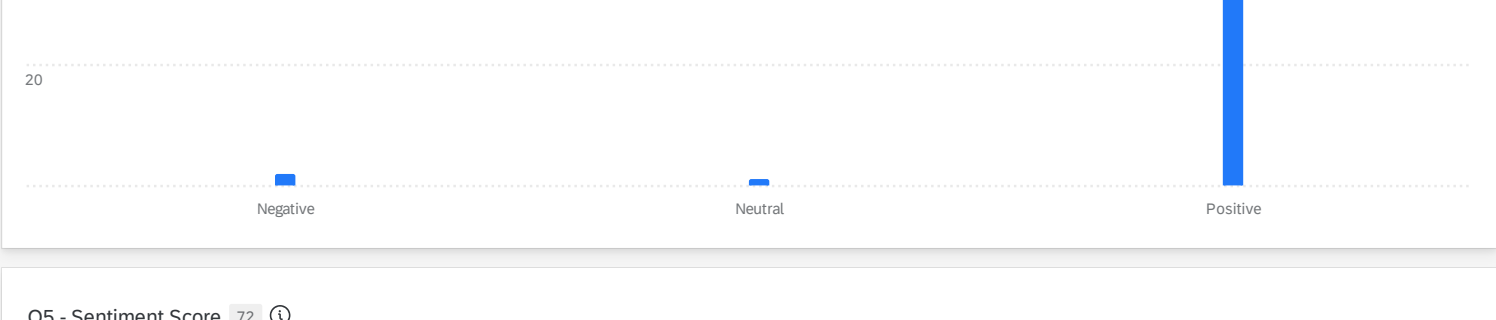
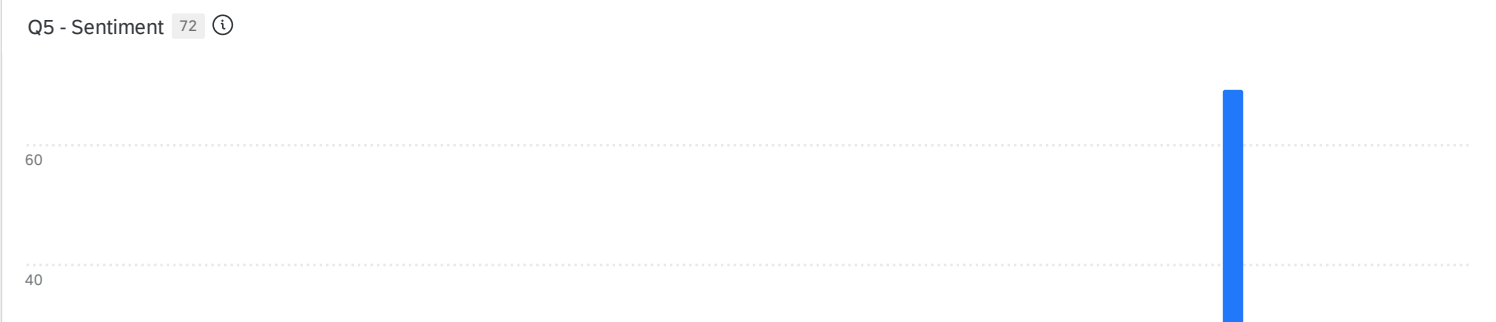
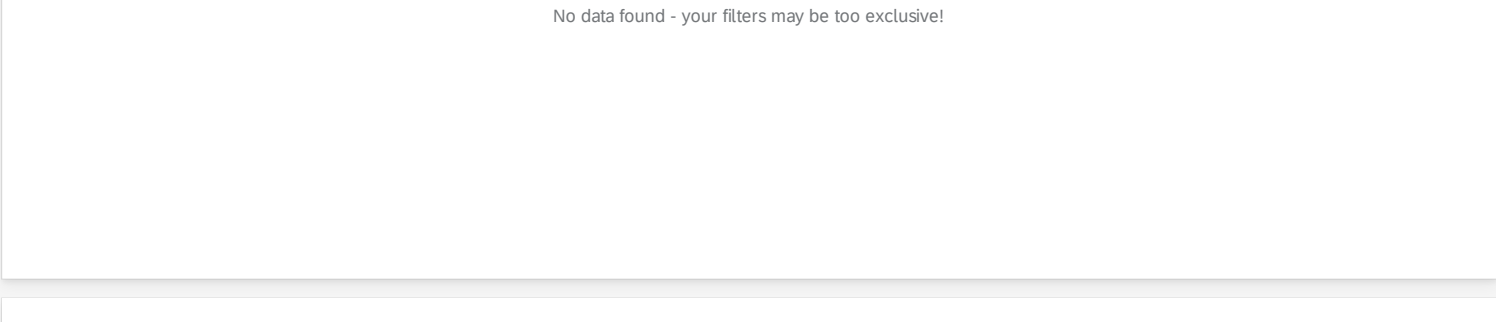


Q5 - Topic Sentiment Label 0

No data found - your filters may be too exclusive!

Q5 - Topic Sentiment Score 0

No data found - your filters may be too exclusive!



Q5 - Topic Hierarchy 0

No data found - your filters may be too exclusive!