Targeted Health through the Use of Digital Media Techniques

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Purpose

- The purpose of this project was to analyze the University of British Columbia (UBC) Recreation Fitness & Classes website, specifically the ‘Cardio, Conditioning, & Strength’ webpage, and to provide UBC Recreation with recommendations on their digital media and messaging to help improve physical activity participation across campus.
- Physical activity tends to decline rapidly from transitioning from high-school to University. Therefore, our research aims to provide strategies and recommendations for UBC Recreation to increase exposure and awareness to their programs thus making physical activity a daily regime in the UBC community.

Methods

- Qualitative and quantitative analysis of the collected data from 17 undergraduate students ranging from year two to four with seven different ethnic backgrounds and from 12 different programs was conducted using Microsoft Excel.
- Statistical data from ordinal scale questions with a range from 1 (worst) to 5 (best) was analyzed. The close-ended questions which could either be answered with “Yes” or “No” were analyzed and visualized in pie charts. Answers of open-ended questions were grouped into recurring themes.
- Content analysis was performed by sorting the participants’ responses by question and counting the number of times certain barriers or resources were mentioned and identified.

Results

- The quantitative data revealed that the Cardio, Conditioning & Strength website scored worst in its social media presence (mean = 2.06, SD = 1.11), visual pleasantness (mean = 2.71, SD = 1.02) and interactivity (mean = 3.09, SD = 0.97).
- The website achieved better scores in the domains of initial thoughts (mean = 3.42, SD = 0.70), language (mean = 3.56, SD = 0.76) and richness (mean = 3.68, SD = 0.73).
- Analysis of the qualitative data exposed that photos or videos, color and a calendar function would add most to the webpage.
- Participants mentioned they felt pictures and footage of the classes were missing the most from the website.

“Make [the website] more fun/engaging, It lacks excitement.” - Participant

Recommendations for Clients

- Increasing knowledge, attitude, and trustworthiness of the webpage should still be an objective.

RICHNESS

- Introduce images of individual classes to give a clearer idea of what they entail.
- Create promotional videos that include activities, testimonial and positive feedback from participants.

ATTRACTIVENESS

- More extensive description of classes combined with client feedback would create a more welcoming environment.

AWARENESS

- Utilize Instagram, Facebook and Twitter to raise awareness around the program.

- Offer giveaways, produce short videos, provide motivational quotes, feature clients and inspiring stories.

Conclusion

- The lack of awareness and attractiveness seems to be the limitation within UBC Recreation Cardio, Conditioning and Strength webpage. Open-ended questions revealed that there was a lack of richness.
- An enhancement to the website and its engagement on social media platforms through new images and videos, in-depth description of the program, and networking with UBC students will create a more diverse recreation image and therefore promote physical activity.

References