Get a Move On Campus
Move UBC Non-Participants: Commuter & Resident Students

Purpose
To discover commuter and resident non-participants’ (1) awareness, (2) interests, and (3) barriers to participating in Move UBC events on the UBC Vancouver campus.

Methods
Participants
Students on the UBC Vancouver campus who identified as being either a commuter or resident student participated in this study.

Data collection
Students were approached at Woodward IRC and asked to take an online, 5-minute survey. Fourteen students (9 commuters, 5 residents) were recruited, and were asked to share the survey link with their friends (snowball sampling).

Data analysis
Data was analyzed quantitatively by determining frequency counts and percentages of participant demographics and survey responses. Open-ended responses were analyzed qualitatively through thematic analysis.

Recommendations
Advertising: Students wanted more details about events provided further in advance of February.

Social Media: 100% of students (n = 6) chose social media as their preferred mode of advertising. Research shows that engagement and validation on social media is an effective way of increasing participation in university events.

Events: Students were interested in attending Move UBC, though they indicated a need for more varied events. Studies suggest that students prefer cardio, weight training, and open recreation events such as volleyball or basketball.

Daily Physical Activity: Emphasize that small, daily physical activity counts. Research shows that most students view vigorous physical activity as beneficial exercise, but not less intense activities such as walking.

Significance
The Move UBC campaign to increase physical activity at UBC has the potential to improve overall student health. The results of this project provide several key ways to reduce barriers and improve awareness of this important mission.

References

Move UBC
Annual university-wide event to increase physical activity and reduce sedentary time of students, staff, and faculty at UBC.