The background features silhouettes of several runners in motion against a sunset sky. A bright yellow circle is positioned on the torso of the runner in the foreground on the left. Overlaid on the scene are several concentric blue circles of varying radii, centered on the yellow circle. The text is overlaid on the right side of the image.

Theory of Planned Behaviour Incorporating Expectations and Anticipated Emotions in Prediction of Student Exercise Intentions.

Dr Garry Prentice,
DBS Research Day

Objectives

Experimentally examine the impact of anticipated regret & exercise outcome expectancies on exercise intentions

Identify gender differences, if any

Examine the explanatory power of the Theory of Planned Behaviour

Use a hypothetical case study

Jennifer



Background

Anticipated Regret

Important in intention formation? (Abraham & Sheeran, 2004)

Exercise expectations

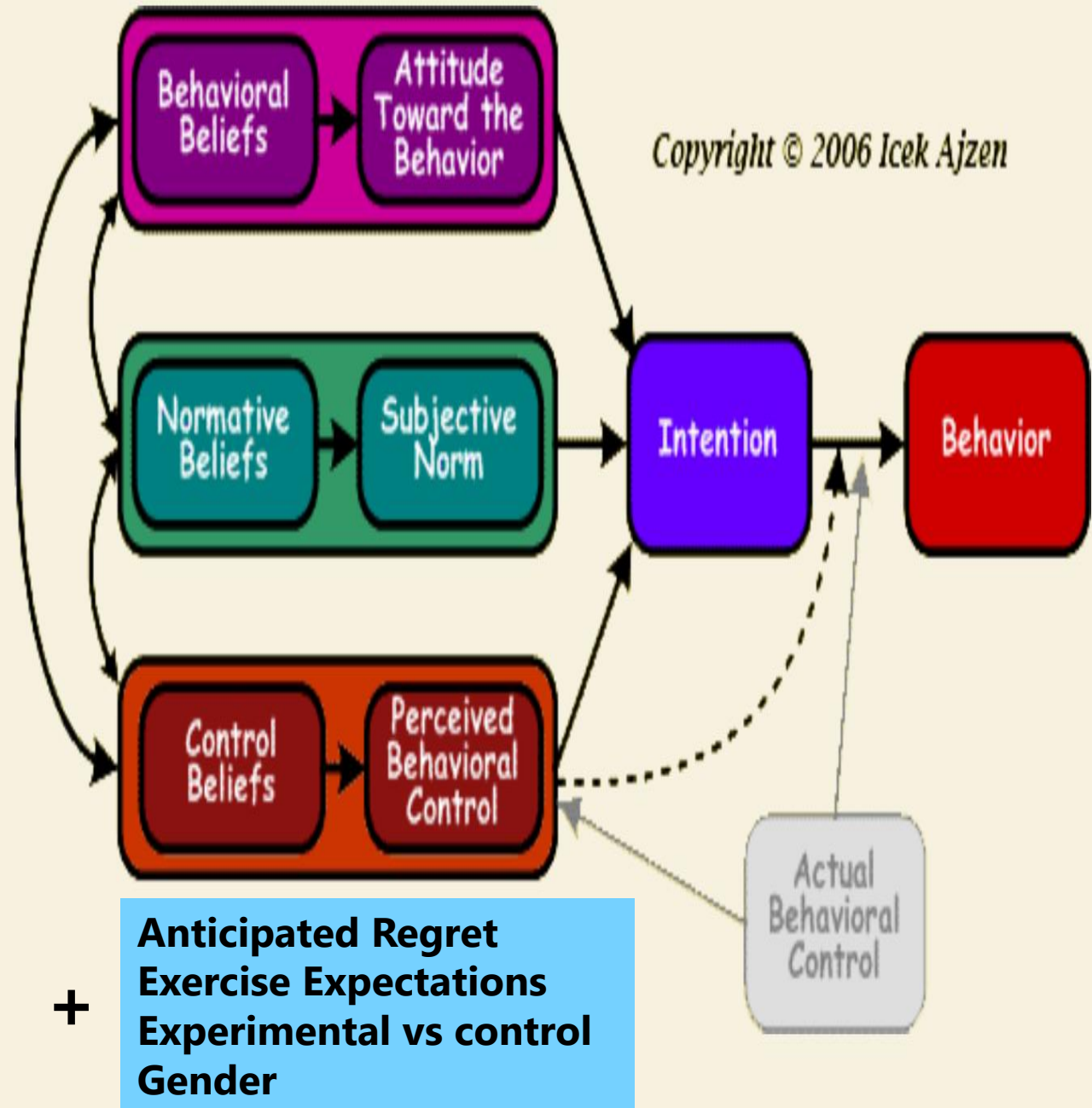
Physical, Social & Self-evaluation; older population

The experiment

Saliency intervention

Gender

An important role in exercise intentions/ behavior?



Method

Participants

Females (N=60), Males (N=21)

Experimental (N=44), Control (N=37)

Design

Online questionnaire, cross-sectional...

Measures

Theory of Planned Behaviour Questions (Ajzen)

Anticipated Regret (Abraham & Sheeran, 2003)

Multidimensional Outcome Expectations for Exercise Scale (Wojcicki, White & McAuley, 2009)

Godin Leisure-Time Exercise Questionnaire (Godin, 2011)

Results



Jennifer's anticipated regret

7 out of 10 (F=6.7, M=6.9)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
If I did not exercise at least a few times in the next week, I would feel regret.	1	2	3	4	5
If I did not exercise at least a few times in the next week, I would feel upset.	1	2	3	4	5

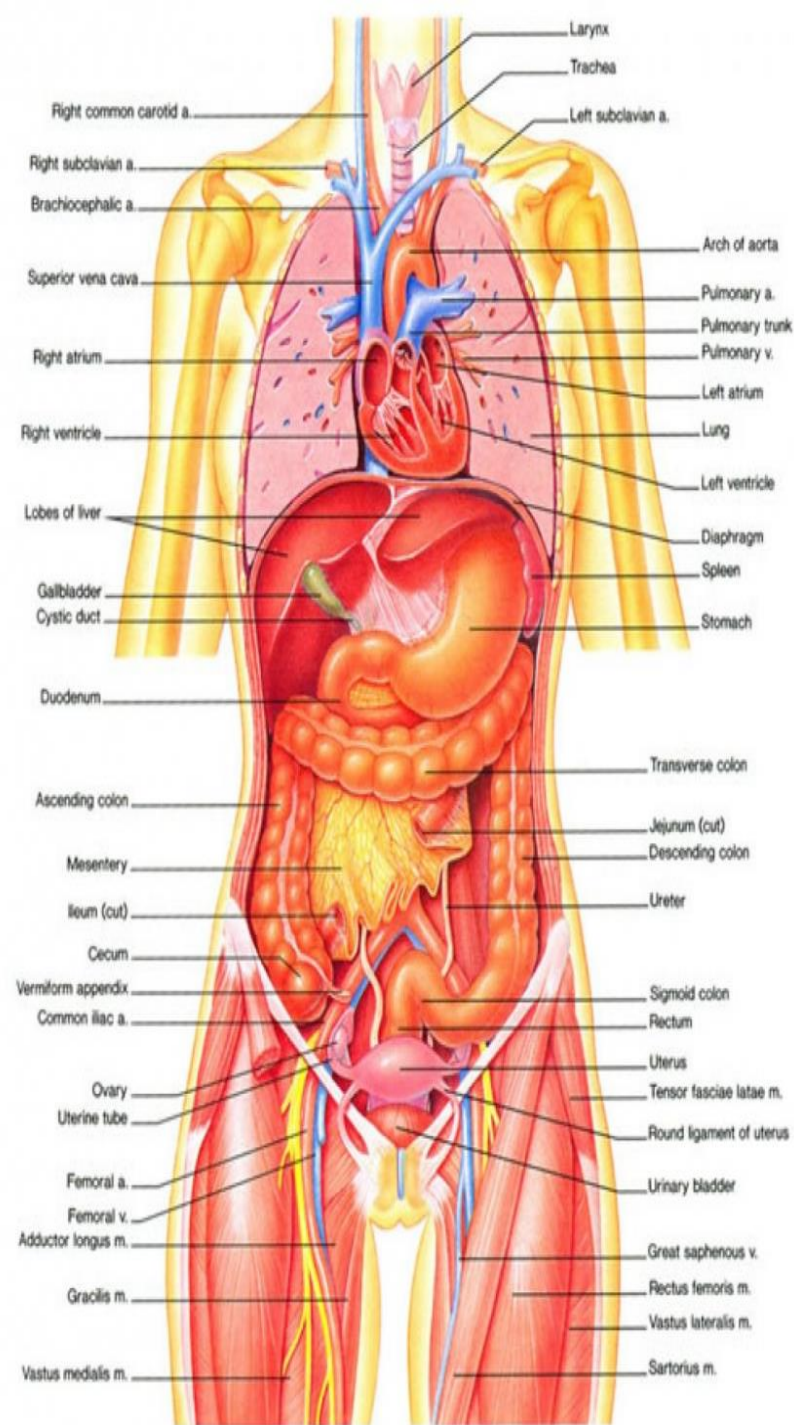
Possible range (2-10) Midpoint = 6

Jennifer's physical outcome expectation

25 out of 30 (F=27.1, M=27.1)

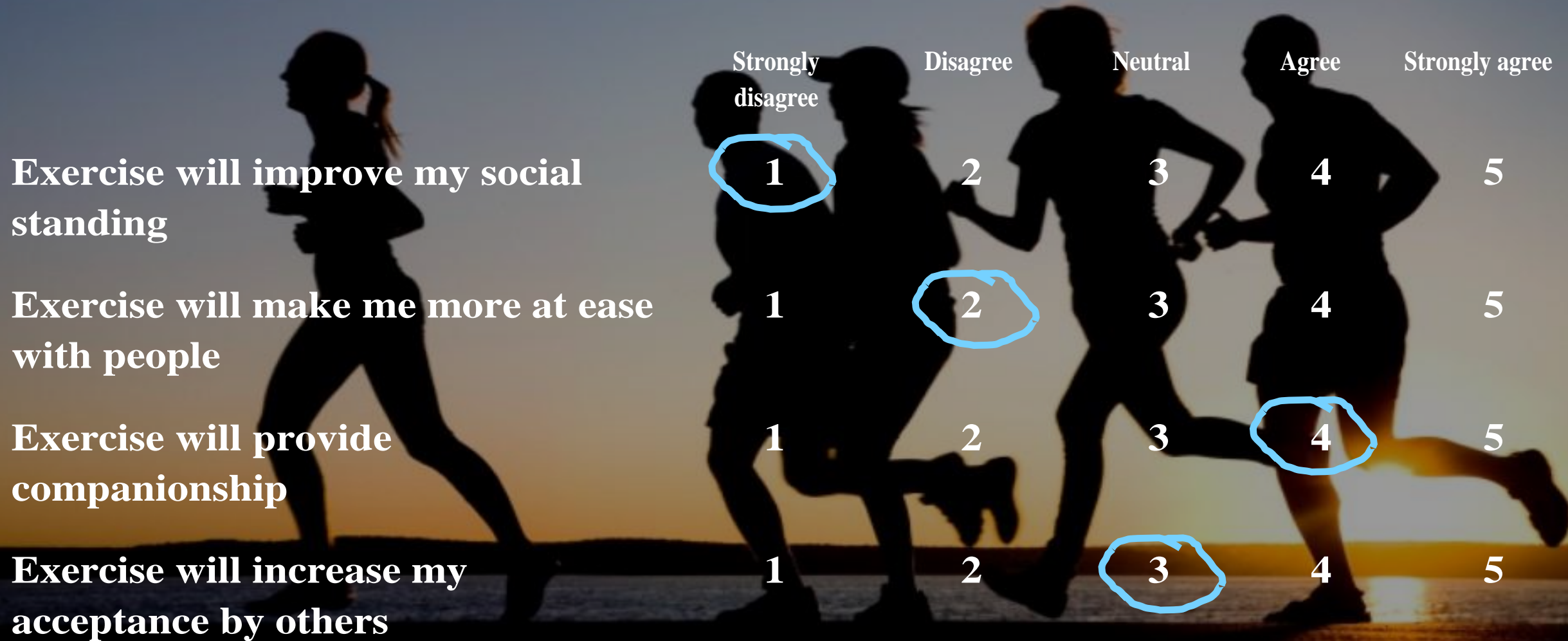
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Exercise will improve my ability to perform daily activities	1	2	3	4	5
Exercise will improve my overall body functioning	1	2	3	4	5
Exercise will strengthen my bones	1	2	3	4	5
Exercise will increase my muscle strength	1	2	3	4	5
Exercise will aid in weight control	1	2	3	4	5
Exercise will improve the functioning of my cardiovascular system	1	2	3	4	5

Possible range (6-30) Midpoint = 18



Jennifer's social outcome expectation

10 out of 20 (F=12.0, M=12.5)



Possible range (4-20) Midpoint = 12

Jennifer's self-evaluation outcome expectation

21 out of 25 (F=22.3, M=22.0)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Exercise will help manage stress	1	2	3	4	5
Exercise will improve my mood	1	2	3	4	5
Exercise will improve my psychological state	1	2	3	4	5
Exercise will increase my mental alertness	1	2	3	4	5
Exercise will give me a sense of personal accomplishment	1	2	3	4	5

Possible range (5-25) Midpoint = 15

Jennifer's

29 out of 35

(F=26.9, M=28.4)



24. For me to exercise for a few times a week, would be:

bad	: <u>1</u> : 2 : 3 : 4 : 5 : <u>6</u> : 7 :	good
boring	: <u>1</u> : 2 : 3 : 4 : 5 : <u>6</u> : 7 :	exciting
unenjoyable	: <u>1</u> : 2 : 3 : 4 : 5 : <u>6</u> : 7 :	enjoyable
unpleasant	: <u>1</u> : 2 : 3 : 4 : 5 : <u>6</u> : 7 :	pleasant
inconvenient	: <u>1</u> : 2 : 3 : 4 : <u>5</u> : 6 : 7 :	convenient

Possible range (5-35) Midpoint = 20

Jennifer's

11 out of 21
(F=10.1, M=10.1)



Most people who are important to me think that

I should not	: <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> :	I should
exercise a few times a week, during my leisure time.		

It is expected of me that I should exercise a few times a week, during my leisure time.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

I feel under social pressure to exercise a few times a week, during my leisure time.

Possible range (3-21) Midpoint = 12 Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

Jennifer's

20 out of 28

**(F=20.5,
M=22.3)***



I am confident that I could exercise for a few times a week, during my leisure time.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

For me to exercise for a few times a week, during my leisure time, is

◀ Difficult : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Easy

Whether or not I exercise a few times a week, during my leisure time, is entirely up to me.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

I have very little power over my ability to exercise for a few times a week, during my leisure time.

Strongly agree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly disagree

Possible range (4-28) Midpoint = 16

Jennifer's

18 out of 21

**(F=17.3,
M=16.5)**

I expect to exercise for a few times a week, during my leisure time.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree



I want to exercise for a few times a week, during my leisure time.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

I intend to exercise for a few times a week, during my leisure time.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

Possible range (3-21) Midpoint = 12

Jennifer's

**Strenuous(x9)=36, Moderate(x5)=10,
Mild(x3)=6, Total Units=52**

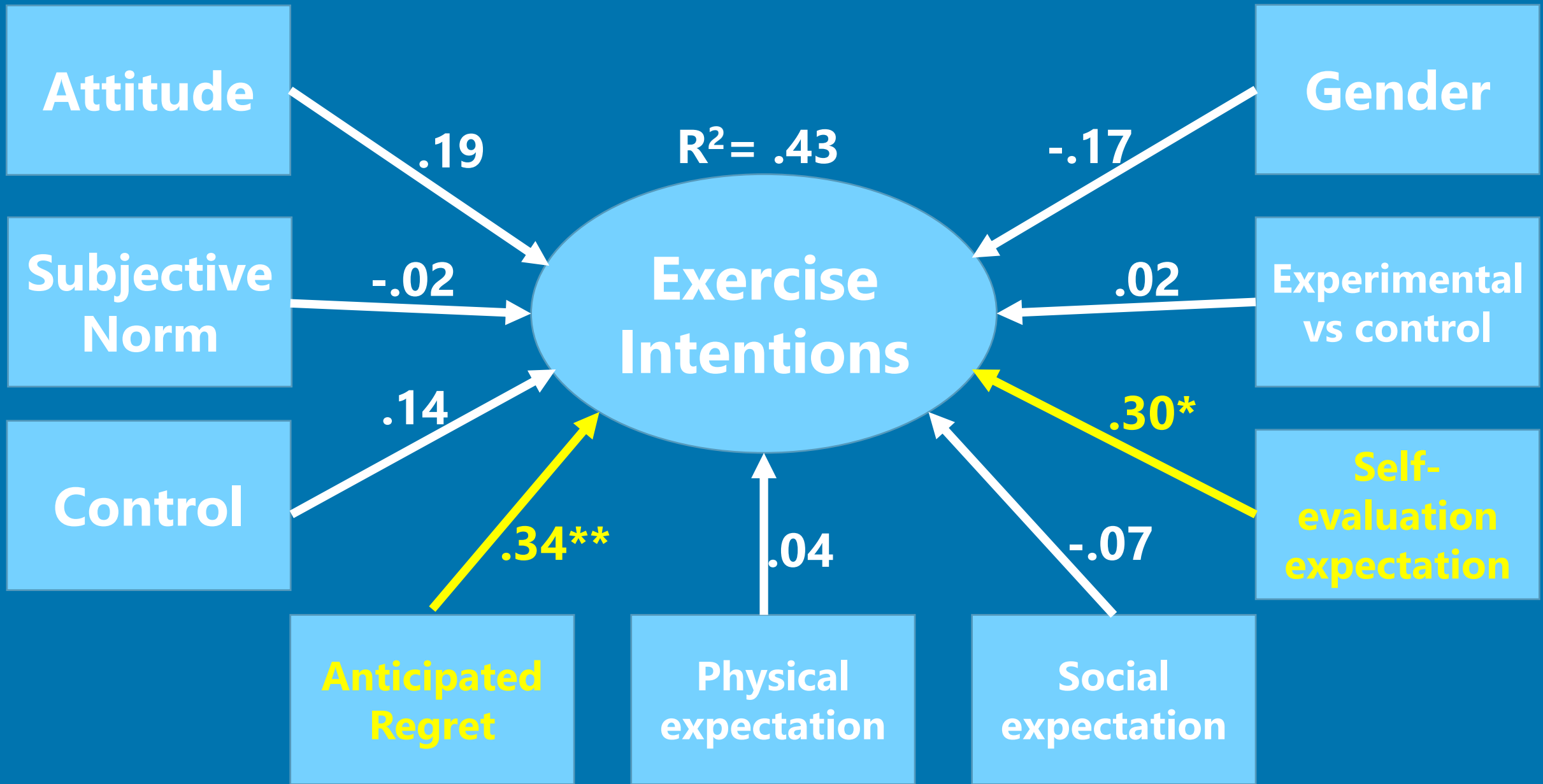
(Females: S=17.7, Mod=13.9, Mild=10.2, Total=41.8)

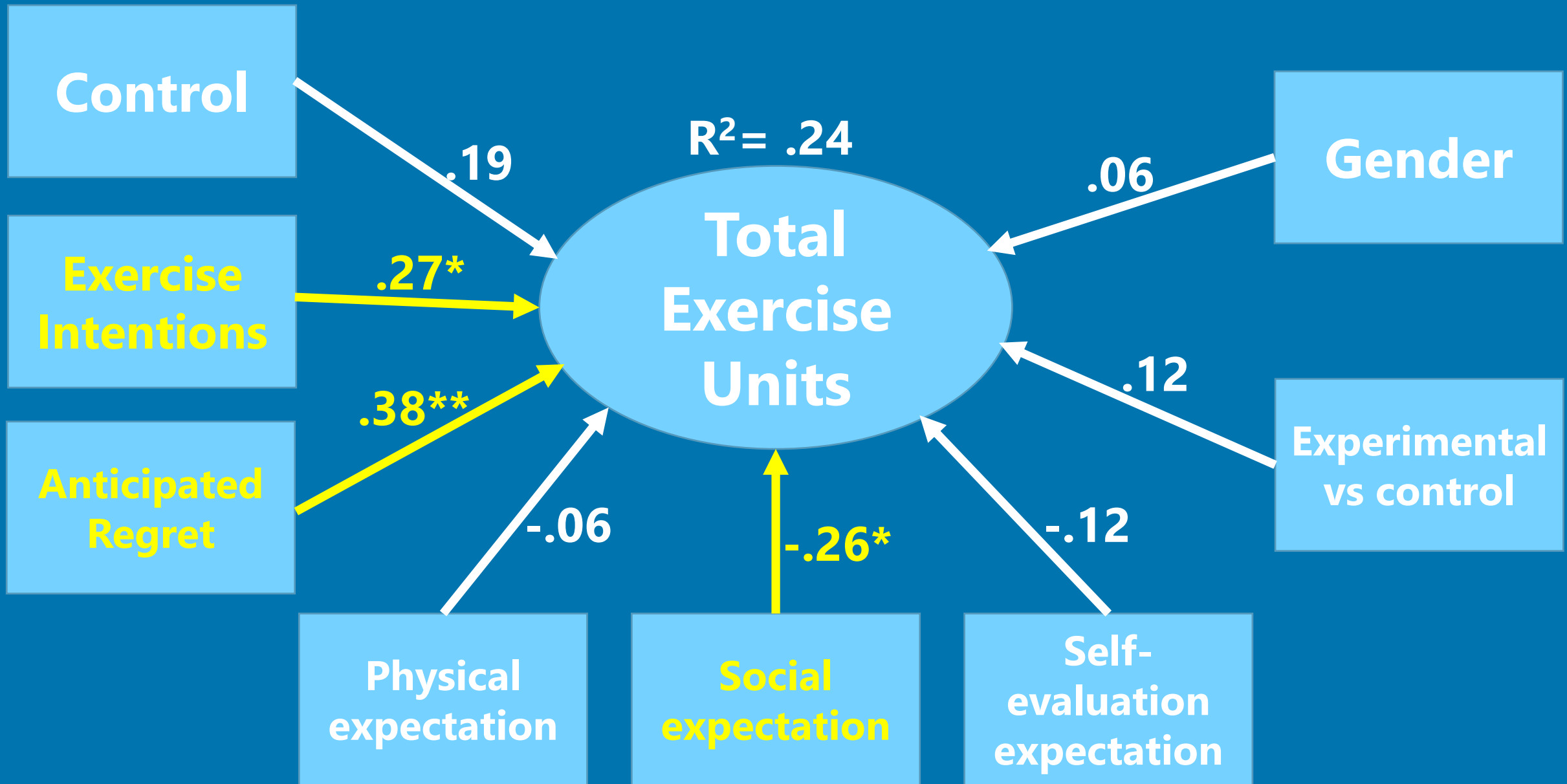
(Males: S=18.4, Mod=17.1, Mild=10.3, Total =45.9)

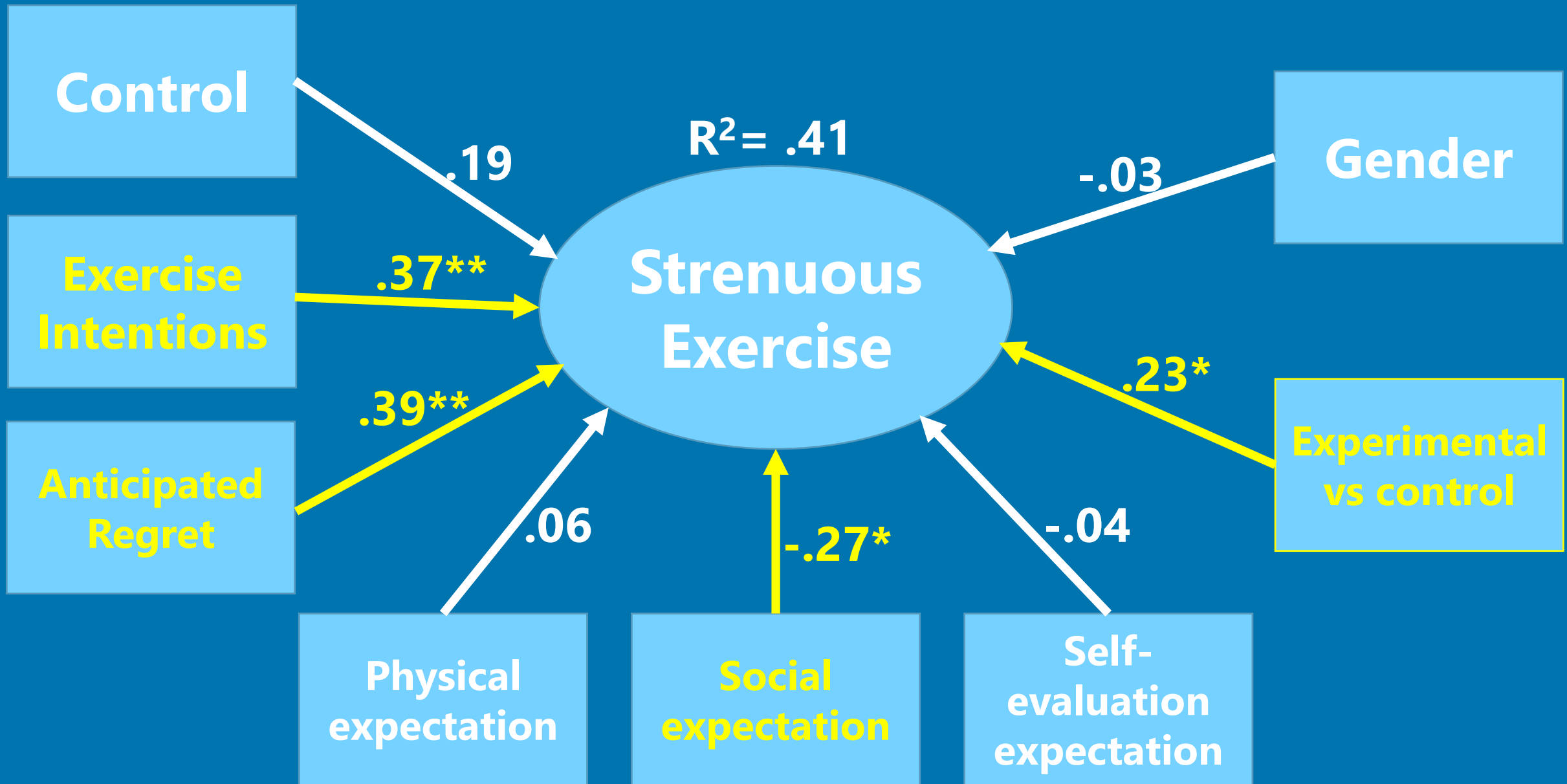


During a typical 7-day period (a week), how many times on the average do you do the following kinds of exercise for **more than 15 minutes** during your free time (write on each line the appropriate number). **Possible ranges: Strenuous (0-63), Moderate (0-35), Mild (0-21), Total (0-119)**

		Times per week
32.	STRENUOUS EXERCISE (HEART BEATS RAPIDLY) (e.g., running, jogging, hockey, rugby, football, soccer, squash, basketball, judo, roller skating, vigorous swimming, vigorous long-distance bicycling)	4
33.	MODERATE EXERCISE (NOT EXHAUSTING) (e.g., fast walking, baseball, tennis, easy bicycling, volleyball, badminton, easy swimming, dancing)	2
34.	MILD/LIGHT EXERCISE (MINIMAL EFFORT) (e.g., yoga, archery, fishing from river bank, bowling, golf, easy walking)	2







Conclusions & Future Directions

Gender: *Males significantly higher in relation to control*

TPB: *Intentions & behaviour link*

The experiment: *Saliency might result in exaggeration*

Anticipated regret: *Positively influences intentions & behaviour*

Expectations: *Self-evaluation & social outcome expectations have roles*

The future: *Larger scale study, health promotion appeals, case study*

THE ONLY
WORKOUT
YOU'LL
REGRET
IS THE ONE YOU
DIDN'T DO.

