

“Move into Another World of Happy”

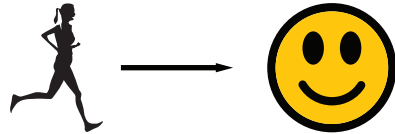
Insights for Designing Affect-Based Physical Activity Interventions

Sonali R. Mishra

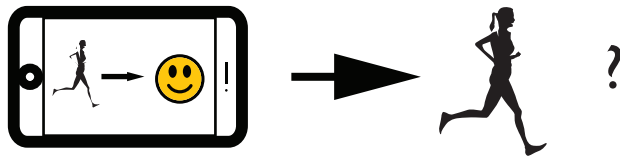
Predrag Klasnja

RESEARCH QUESTION

We know exercise leads to affective benefits (feeling good):

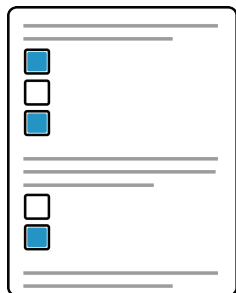


But how do we use those benefits to PROMOTE activity?



METHODS

158 survey responses about:



- What affective benefits people experienced from exercise
- What about the exercise made them feel that way
- How experiencing affective benefits affected their future exercise

RESULTS

- Affective benefits motivate exercise
- Individuals experience a variety of affective benefits
- Different people enjoy different aspects of physical activity
- People value sharing information about affective benefits

INSIGHTS

Affect-based physical activity interventions:

- Have potential for meaningfully impacting behavior
- Can make affective benefits more salient
- Can make activity recommendations based on what people enjoy
- Should support sharing information about affective benefits with others in ways that must still be explored