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ACTIVITY PROGRAMS**

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Study on Communication in Physical Activity Programs

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Abstract

Practicing physical activities influences the quality of life improving the emotional state, peer relationships, material wealth (employees are more relaxed, have a good physical and mental tone are more productive), independence and social integration. Therefore is beneficial for associations, societies, companies interested in improving the quality of life of employees and their efficiency in the workplace, is beneficial for the health ministry by reducing treatment costs for people affected by inactivity, occupational stress, tobacco use, overweight, low self-esteem, schools, universities where participants study by optimizing management activities, social integration, improvement of physical and mental health. Physical education fulfils an economic function illustrated on three types of beneficiaries (Șerbănoiu, Tudor, 2007): individuals who practice physical exercises, families, state or private companies, therefore the society as a whole.

Keywords:

Physical activity programs, Communication, Quality of life, Social media.

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1. Why is this aspect researched

This research wants to study the aspects of online and face to face communication, how important is the role of communication in the relationship between the participants who subscribe to fitness centers and aerobics instructors, fitness instructors as well as to analyze in what extent an efficient communication could reduce the number of those who give up participating in such programs and helps to achieve the goals set by participants in such programs.

The specialist in physical exercises influence the quality of life of the participants by informing them on the risks posed by a sedentary life, active listening regarding the difficulties faced by people who practice physical exercise, presenting the risks of practicing unhealthy behavior such as tobacco use, consumption of fast-food, sleep deprivation and also can encourage the participants to practice physical exercise.

2. Subjects

This is a pilot study conducted on a total of 30 subjects participating in aerobics classes. Participants are female aged between 19 and 32 years. 17 of the subjects have graduated high-school and study at universities. 7 of the participants have graduated high-school and preferred not to opt for university studies. 3 of the subjects graduated university studies.

3. Methods

We chose as research method the online interview conducted using facebook one of the most important social media where distance barriers are broken. The research was conducted using an asynchronous online interview. Choosing an online interview reduces the costs of the research, people geographically dispersed, can participate people who are difficult to reach, enables people communicate from the comfort of their own home, in their own spare time due to the fact that the participants: the interviewed and the interviewer don't have to be online in the same time.

The interview consisted in 7 questions regarding the willingness to buy a subscription at the fitness center after the voucher will expire or find for another voucher offered by another fitness center; regarding

where subjects found out about the subscriptions for aerobics classes; about aspects related about how they communicate with the instructor.

4. Results

Interestingly is the way participants found out about the promotions of the subscriptions: 23 of the 30 subjects (76,66%) found about the fitness center on the internet: 7 from commercials via facebook, 16 from other sites which promote vouchers. 3 subjects (10%) went personally to fitness centers to find out about the subscriptions. 4 subjects (13,33%) have bought subscriptions at friends advice.

In terms of informing about the risks posed by a sedentary life we observe that 25 of the participants (83,33%) state that their instructors discuss this subject during aerobics classes.

Five subjects (13,66%) that have participated declare to have asked advice from the instructor. All 5 subjects declare to be satisfied about the answers they received.

In terms of presenting the risks of practicing unhealthy behaviour such as tobacco use, consumption of fast-food, sleep deprivation only 4 participants (13,33%) stated that this subject was discussed by the aerobics instructor.

Regarding to the matter of encouraging the participants to practice physical exercise results show that 27 of the participants (90%) stated that the instructor tries to motivate the practitioners at the physical activity programs.

In the matter of the most important aspects of communication that could make subjects renew their subscription, subjects who participated at this study stated that (the most important aspect is 1; the least important is noted with 4)

- To be encouraged by the instructor to practice physical exercise 1
- To be informed about the risks posed by a sedentary life 2
- To be informed about the risks of practicing unhealthy behaviour such as tobacco use, consumption of fast-food, sleep deprivation 3
- To ask and receive advice from the instructor 4

16 of 30 subjects (53,33%) are willing to buy a subscription for aerobics classes after the voucher will expire. 14 of 30 subjects (46,66%)

stated that probably will search for another subscription pay with a voucher.

5. Discussion

The questionnaire was targeted on this main aspects: if the specialist in physical activity programs informs the participants on the risks posed by a sedentary life, if the instructor is willing to active listen matters regarding the difficulties faced by people who practice physical exercise, if instructor presents the risks of practicing unhealthy behaviour such as tobacco use, consumption of fast-food, sleep deprivation and also can encourage the participants to practice physical exercise and what aspects regarding communication are most important for ones who have subscriptions at aerobics classes.

Participating at aerobics classes is a giving source of enthusiasm, optimism and health. Practicing physical exercises has an impact on society, lower costs for health, lower levels of stress, better social integration (knowing that practicing physical activity stimulates the release of endorphins, also known as happy hormones, so people who practice physical education and sports are happier, friendlier, are more sociable etc.) and higher productivity at work. Therefore, if the benefits of practicing physical activities are so many why people do not renew their subscriptions to fitness centers? Analyzing this situation could give us precious information regarding our study.

18 of 30 participants (60%) consider communication with the instructor is important or very important. Surprisingly is the large number of the participants who consider that communication with the specialist in physical activity programs is not important, motivating that when they participate to aerobics class just want to make physical exercise not to bond with people. We consider this statement as being surprising keeping in mind that one of the functions of physical education is the social function.

An efficient communication based on trust and understanding during physical exercise in leisure time is an essential aspect that contributes on establishing a professional relationship between the participants in aerobics classes and instructors.

Participants who are informed about the risks involved in behaviors such as tobacco use, consumption of fast food on health can be more motivated to practice leisure time physical activities.

Most of participants consider that to be encouraged, motivated is the most important aspect that could make them renew their subscription. The least important is to ask and receive advice in matters that concern the participants at aerobics classes.

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Biodata

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My name is Ana-Maria Vasiliu, lecturer PhD working at National University of Physical Education and Sports from Bucharest since 2009. I teach pedagogic disciplines. I graduated Faculty of Psychology and Educational Sciences at University of Bucharest. I have a Master degree in Counseling and a PHD in Education Sciences. I work also as a trainer. The most relevant domains of interest and publication are education, quality of life, communication, stress, motivation, career, classroom management, time management and aspects regarding teaching.