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A85: A Study on the Influence of Different Media Choices on People's Exercise Behavior Post COVID-19

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A85: A Study on the Influence of Different Media Choices on People's Exercise Behavior Post COVID-19

Abstract

Purpose: As modern technology advances swiftly, the significance of mobile media in people's lives is increasingly pronounced. Fitness software, rooted in mobile media, has permeated every facet of daily life, reshaping not only the traditional modes of exercise but also giving rise to a distinctive exercise culture. In the context of epidemic prevention and control, this study examined the impact of various media on individuals' exercise behavior, exploring how people's choice of media influences their post-epidemic exercise possibilities and self-efficacy. **Methods:** This study extensively reviewed literature to identify the questionnaire's origin and employs exercise behavior theories to construct a conceptual model illustrating its impact on individuals' exercise behavior. Data collection utilized the questionnaire method, and the gathered information was subsequently analyzed through mathematical and statistical software, including Excel and SPSS. **Results:** People were no longer satisfied with a single new media when choosing media, but more often chose a combination of media with group participation media represented by WeChat and Weibo and interactive operation media represented by VR and computer games. The factors that influence people's exercise behavior were: gender, age, time spent in contact with the media, and exercise habits. The correlation, regression analysis and structural equation modeling showed that there was a significant positive relationship between the likelihood of exercise and exercise behavior ($\beta=1.232$, $p < 0.001$). The correlation of exercise and self-efficacy on exercise behavior was negative and significant ($\beta=-0.059$, $p < 0.01$). **Conclusions:** The outbreak has increased people's exposure to the media and has also led to a greater interest in the exercise field through a diverse range of media. The choice of different media can promote people's exercise behavior. The role of the media in promoting people's exercise behavior still needs to be improved.

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