



Differences in motives for running and perceived importance of app functionalities between fast and slow runners

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Introduction

- Lack of physical activity
- Encourage physical activity in inactive people
- Health and fitness apps >32700 (Yuan 2015)
- Apps not evidence based (Knight 2015; Middelweerd 2014)

Purpose

The purpose was to examine differences in motives for running and perceived importance of app functionalities between fast and slow runners.

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Be able to develop customized apps/interventions

Methods

- Recreational running event 4 mile (n = 1,341)
- Online survey
 - Age (years)
 - Gender (M/F)
 - Experience with running (frequency per year)
 - Time to complete distance (minutes)
 - Motives for running (score 1 – 4)
 - Importance of app functionalities (score 1 – 4)

Analysis

- Comparison slowest and fastest runners
 1. Motives for running
 2. App functionalities
- Sex differences
- Mann Whitney tests

Subject characteristics

		Males		Females	
		Fastest Runners	Slowest Runners	Fastest Runners	Slowest Runners
		N = 76	N = 56	N = 226	N = 197
BMI	Underweight (BMI<25) (in %)	6.6	0	9.4	1.8
	Normal weight (19<BMI<25) (in %)	75.4	23.4	80.1	37.2
	Overweight (BMI>25) (in %)	18.0	76.6	10.5	61.0
		Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD
Sport Frequency (n)		119.24 ± 59.66	88.42 ± 62.60	107.72 ± 58.29	85.39 ± 53.23
Age (years)		36.90 ± 11.10	45.80 ± 12.04	34.44 ± 10.39	39.44 ± 10.84

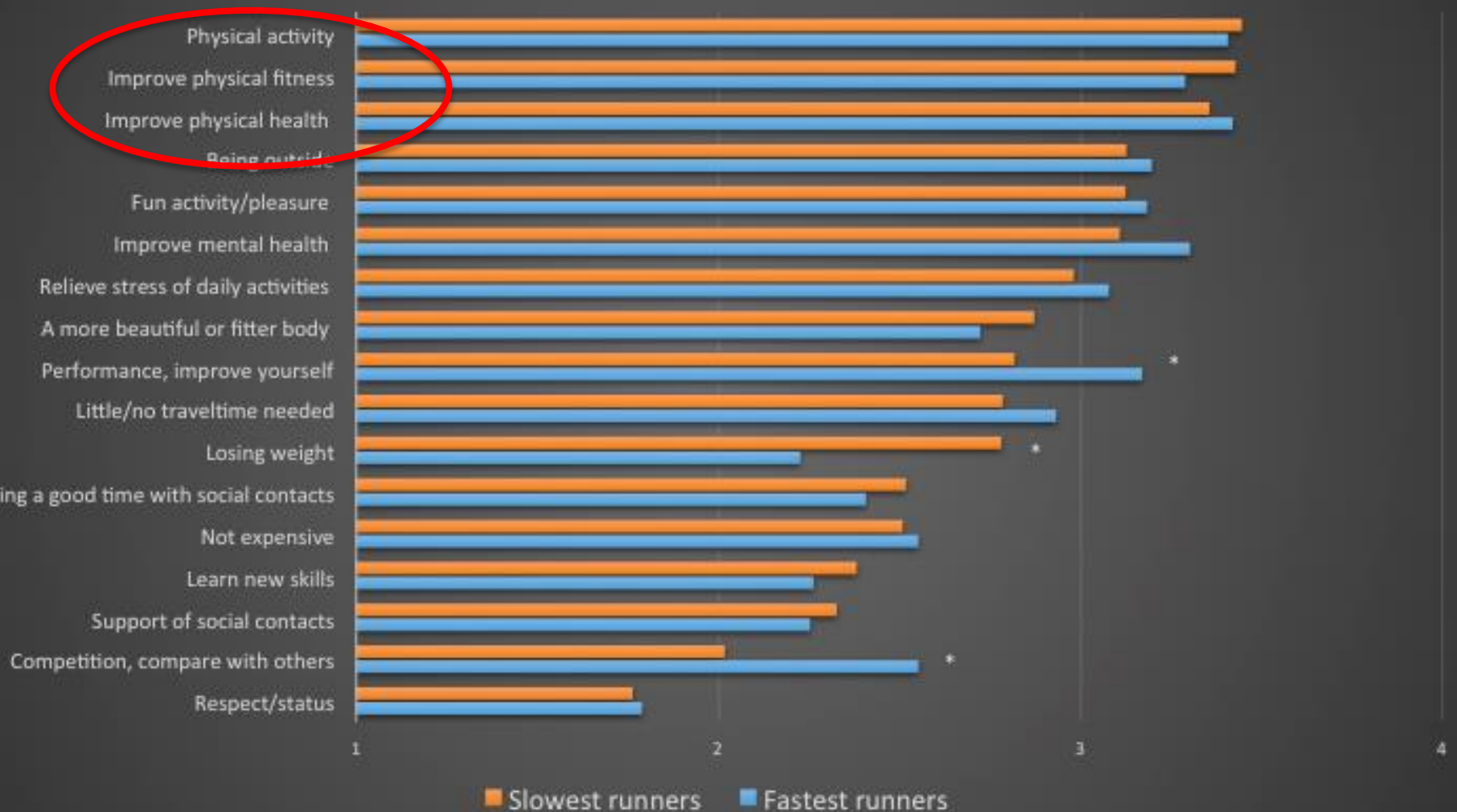
Results: Motives for running

Males



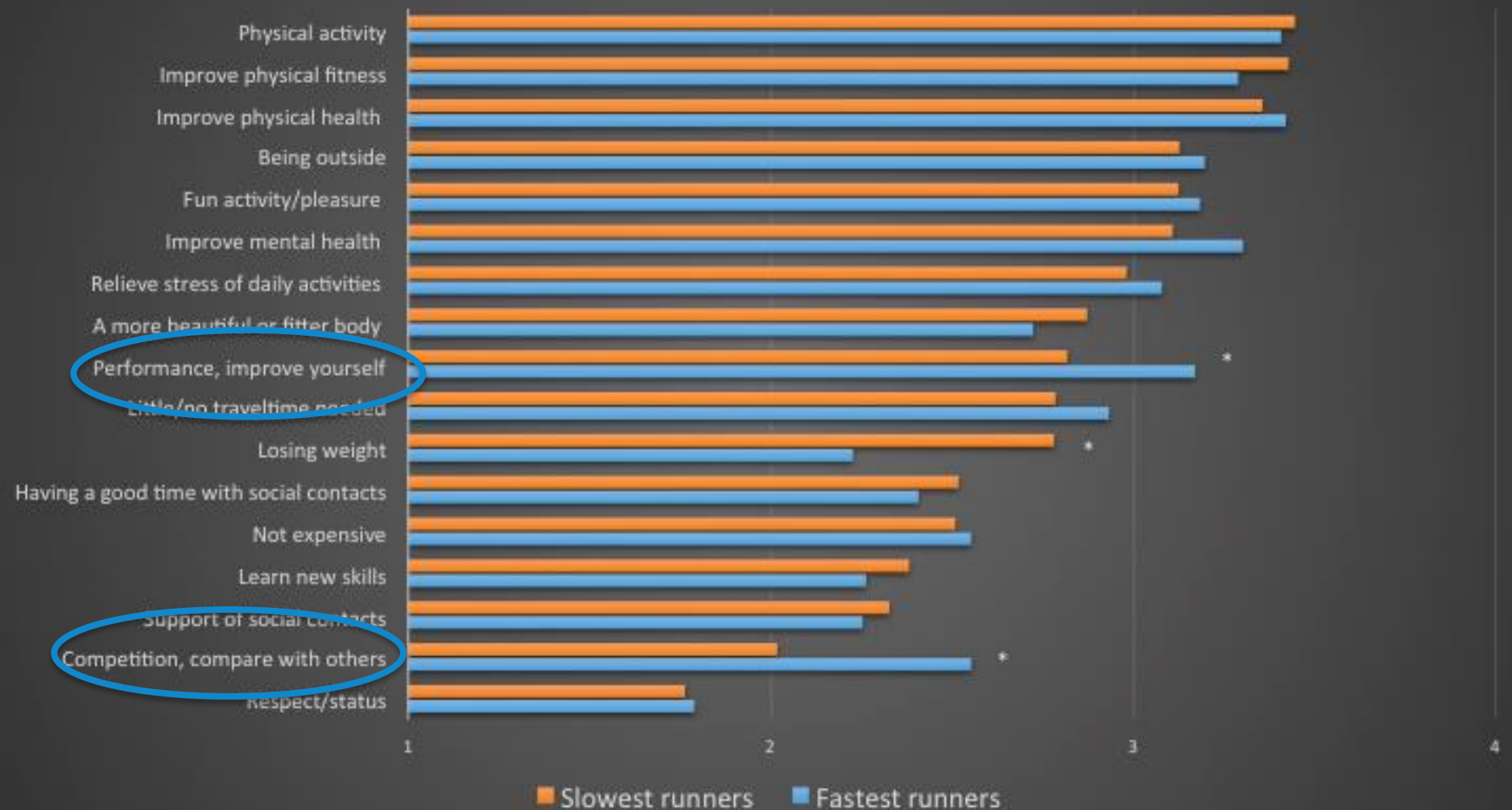
Results: Motives for running

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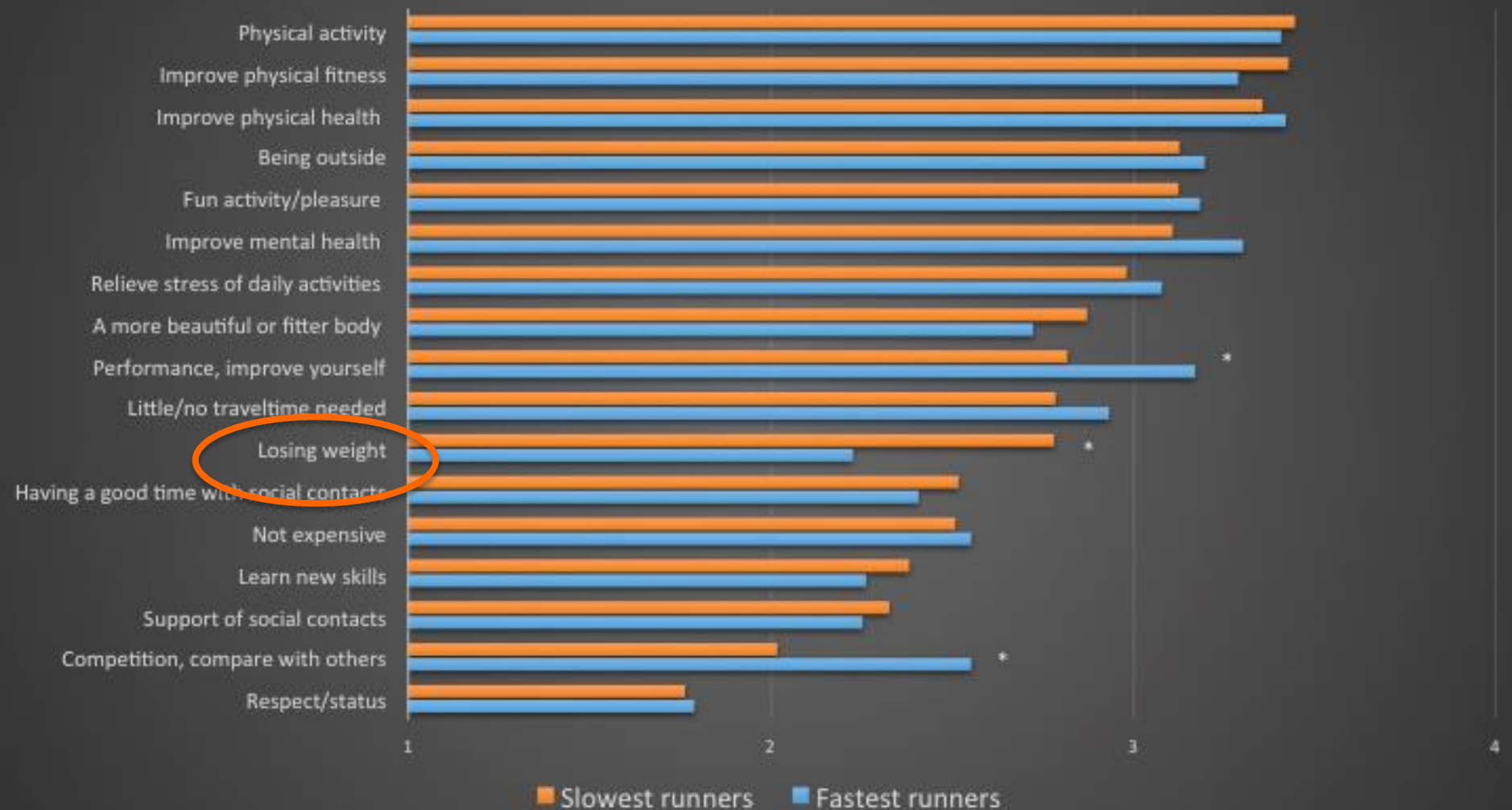
Results: Motives for running

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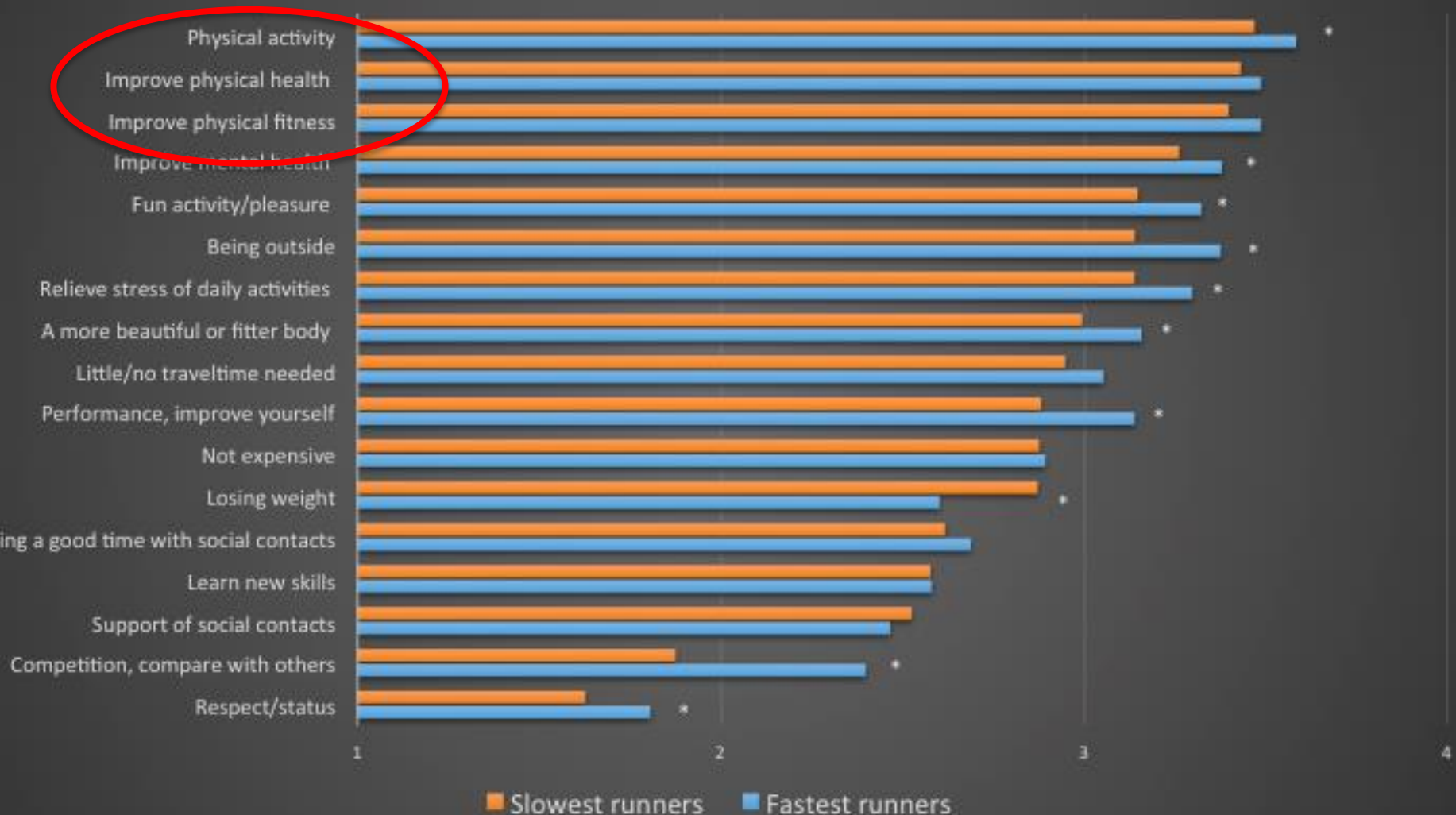
Results: Motives for running

Males



Results: Motives for running

Females



Results: Motives for running

Females



Results: Motives for running

Females



Results: app functionalities prior



Results: app functionalities during



Results: app functionalities during



Results: app functionalities after



Conclusion I

- Most important motive for running for all groups is physical activity
- Losing weight more important for slower runners
- Competition with others more important for faster runners

Conclusion II

Prior

- Functionalities that provide information about how to train more important for slower females

During

- Stimulus to complete a training and advice on training more important for slower runners
- Basic speed information more important for faster runners

After

- Progression and PR's more important for faster runners

Discussion

- Different groups want different information on different moments
- Information gathered on slowest runners might be translated to inactive individuals in order to motivate this group
- No one size fits all approach for apps

Take home message

Ultimate goal: develop evidence-based apps for stimulating physical activity in inactive individuals

Remember: No one size fits all approach for apps

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