Affective-Reflective Theory of physical inactivity and exercise

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Exercise plays a significant role in reducing the risk for developing diseases and for improving health and well-being. However, despite knowing that exercise is good for them, most adults in Western countries are insufficiently active. Affective-Reflective Theory (ART) of physical inactivity and exercise is a new theory (Brand & Ekkekakis, 2018, Ekkekakis & Brand, 2019) and provides a novel account to explain individual differences in exercise motivation. It is a dual process model and assumes that the mere thought of exercise can lead to an automatic affective valuation, which, if negative, will drive a physically inactive person to maintain his or her current exercise avoidant behavior. Current empirical research is dedicated to analyze the automatic processes explained in the ART, and to develop a sense of understanding and of the somatic aspect in affective valuation especially. The presentation will elaborate on some of the theory’s basics and summarize latest study results from the exercise psychology lab in Potsdam.

The presentation will be given in German unless otherwise requested by the audience.
