

Kolloquium „*Berner Gespräche zur Sportwissenschaft*“

Montag, 28.10.2019, von 16.15 Uhr bis 17.45 Uhr

Hörsaal C001 (Universität Bern, ZSSw Gebäude C, Bremgartenstr. 145, 3012 Bern)

Affective-Reflective Theory of physical inactivity and exercise

Prof. Dr. Ralf Brand (born 1971) is a professor of sport and exercise psychology at the University of Potsdam (GER), and an affiliated professor of kinesiology at Iowa State University (USA). Since 2012 he serves as the Editor-in-Chief of the *German Journal of Exercise and Sport Research*. His research focuses on the link between motivation and behavior.



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.

Brand, R. & Ekkekakis, P. (2018). Affective-Reflective Theory of physical inactivity and exercise. Foundations and preliminary evidence. *German Journal of Exercise and Sport Research*, 48(1), 48-58. doi: 10.1007/s12662-017-0477-9

Ekkekakis, P. & Brand, R. (2019). Affective responses to and automatic affective valuations of physical activity: Fifty years of progress on the seminal question in exercise psychology. *Psychology of Sport & Exercise*, 42, 130-137. doi: 10.1016/j.psychsport.2018.12.018