

Druckversion

Fragebogen

1 Introduction

Dear participant,

welcome to our research project on **fitness and health technologies** and thank you very much for participating.

This research is part of a series of studies conducted at the Human-Computer Interaction Group of the Ludwig-Maximilian-University in cooperation with the Center for Digital Technology & Management (CDTM).

This study examines attitudes and intentions to exercise with Freeletics. It is **NOT necessary for you to have used the Freeletics App to complete this survey**. There are no 'good' or 'bad' answers. We only aim at understanding how you and other people think.

What is Freeletics?

Freeletics is a bodyweight only high-intensity sport. The vision of Freeletics is to empower everyone around the world in unleashing their full physical and mental potential and become the strongest of themselves. The products and services from Freeletics offer the most important elements for individuals to reach their full potential: Freeletics promotes and increases physical fitness, improves mental strength, willpower and self-confidence which are - according to Freeletics - vital for actively shaping lifestyles in accordance with an individual's desires and goals. Freeletics' exercise programs are both for individuals or groups who complete daily workouts posted by email or via mobile app. Email registration, a "Free Training App" for iOS, or Android a "Freeletics Basic Package" workout program and grassroots community activities are free of charge.

The survey takes approximately 20 minutes to complete, although it could take longer or shorter depending on the individual. The purpose of this survey is to **discover some of the reasons why people use or don't use health and fitness technologies like Freeletics**. The results of this research will help us to derive **recommendations for the design of fitness and health technologies in the future**.

It is important that you respond to **all questions**, since we cannot include incomplete answers in the statistical analyses. If you would like to comment on any questions or the overall theme please feel free to contact the principal investigators Hanna Schneider (LMU) and Kilian Moser (CDTM).

Finally, please be assured that your individual responses **will remain anonymous and completely confidential**. No reference will be made, in any report or publication, to individual responses in a way that would enable the identification of any respondent.



As compensation for your efforts we will offer you a **20% discount code** for your next **Freeletics Training Coach** or **Nutrition Guide** and the possibility to win one of three **20€ Amazon Vouchers** or one of three **full Freeletics Training Coaches**. To send you the discount code and to contact you if you win an Amazon Voucher or a Freeletics Training Coach, we will ask you for your e-mail address at the end of this survey. (ATTENTION: Due to high demand we might not be able to offer the discount codes, but we try to get more. Please note that the 20% off discount code is not valid for already purchased coaches.)

Thank you very much for your cooperation!

Hanna Schneider, Kilian Moser, Miriam Mayer and Alexandra Ronge

2 Demographics

In the following part we will ask you for some statistical information. By filling out these personal details you help us to better understand the participants of our study. The results of this questionnaire will be analyzed for different age groups. So please select your year of birth here:

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2008
2009
2010

Your gender:

- male
 female

What is your country of origin?

Germany
Switzerland
Austria
Afghanistan
Albania
Algeria
Andorra
Angola
Antigua & Deps
Argentina
Armenia
Australia
Azerbaijan
Bahamas
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Belize
Benin
Bhutan
Bolivia
Bosnia Herzegovina
Botswana
Brazil
Brunei
Bulgaria
Burkina
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Central African Rep
Chad
Chile
China
Colombia
Comoros
Congo
Congo (Democratic Rep)
Costa Rica
Croatia
Cuba
Cyprus
Czech Republic
Denmark
Djibouti
Dominica
Dominican Republic
East Timor
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Fiji
Finland
France
Gabon
Gambia
Georgia
Ghana
Greece
Grenada
Guatemala
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland (Republic)
Israel
Italy
Ivory Coast
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kiribati
Korea North
Korea South
Kosovo
Kuwait
Kyrgyzstan
Laos
Latvia
Lebanon
Lesotho
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Macedonia
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Marshall Islands
Mauritania
Mauritius
Mexico
Micronesia
Moldova
Monaco
Mongolia
Montenegro
Morocco
Mozambique
Myanmar, (Burma)
Namibia
Nauru
Nepal
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Norway
Oman
Pakistan
Palau
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Russian Federation
Rwanda
St. Kitts & Nevis
St. Lucia
Saint Vincent & the Grenadines
Samoa
San Marino
Sao Tome & Principe
Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Singapore
Slovakia
Slovenia
Solomon Islands
Somalia

Which country are you currently living in?

Germany
Switzerland
Austria
Afghanistan
Albania
Algeria
Andorra
Angola
Antigua & Deps
Argentina
Armenia
Australia
Azerbaijan
Bahamas
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Belize
Benin
Bhutan
Bolivia
Bosnia Herzegovina
Botswana
Brazil
Brunei
Bulgaria
Burkina
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Central African Rep
Chad
Chile
China
Colombia
Comoros
Congo
Congo (Democratic Rep)
Costa Rica
Croatia
Cuba
Cyprus
Czech Republic
Denmark
Djibouti
Dominica
Dominican Republic
East Timor
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Fiji
Finland
France
Gabon
Gambia
Georgia
Ghana
Greece
Grenada
Guatemala
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland (Republic)
Israel
Italy
Ivory Coast
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kiribati
Korea North
Korea South
Kosovo
Kuwait
Kyrgyzstan
Laos
Latvia
Lebanon
Lesotho
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Macedonia
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Marshall Islands
Mauritania
Mauritius
Mexico
Micronesia
Moldova
Monaco
Mongolia
Montenegro
Morocco
Mozambique
Myanmar, (Burma)
Namibia
Nauru
Nepal
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Norway
Oman
Pakistan
Palau
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Russian Federation
Rwanda
St. Kitts & Nevis
St. Lucia
Saint Vincent & the Grenadines
Samoa
San Marino
Sao Tome & Principe
Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Singapore
Slovakia
Slovenia
Solomon Islands
Somalia

What is your highest level of education?

You can choose one from the following list

- Less than High School
 High School/GED
 Some college
 2-year college degree (Associates)
 4-year college degree (Bachelors)
 Masters degree (e.g. MA, MS)
 Doctoral degree (e.g. Ph.D., Ed.D.)
 Professional degree (e.g., JD, MD)

What is your current profession?

Do you have children under 18?

- Yes
 No

How high is your annual pre-tax income? (In €)

Please note that this question is optional

Where do you live?

- Village (0 - 5.000 citizen)
 Small Town (5.000 - 20.000 citizen)
 City (20.000 - 100.000 citizen)
 Metropolitan area (100.000 citizen and more)

3 Behaviour

The following questions refer to you 'working out with the Freeletics App three times a week for the next three months'. Many questions in this survey make use of rating scales with 7 options; please select the one number that best describes your opinion. Some of the questions and statements may seem similar, but there are subtle differences in what is being asked.

Training with the Freeletics App three times per week for the next three months will make me fit.

- extremely unlikely extremely likely

Getting fit is ... for me:

- definitely bad definitely good

Training with the Freeletics App three times per week for the next three months will make me strong.

- extremely unlikely extremely likely

Getting strong is ... for me:

- definitely bad definitely good

Training with the Freeletics App three times per week for the next three months will make me healthy.

- extremely unlikely extremely likely

Getting healthy is ... for me

- not important at all very important

Training with the Freeletics App three times per week for the next three months will take much time.

- extremely unlikely extremely likely

Spending the time necessary to exercise with the Freeletics App three times per week for the next three months is:

- definitely bad definitely good

Training with the Freeletics App three times per week for the next three months will be exhausting.

- extremely unlikely extremely likely

Being exhausted is ... for me

- definitely bad definitely good

I think that my doctor is of the opinion that ... exercise three times per week for the next three months with the Freeletics App.

You can ignore this question, if you don't know what your doctor might think, or you don't have a doctor.

- I should not I should

When it comes to matters of fitness, I want to do what my doctor thinks I should do.

- strongly disagree strongly agree

I think that my family is of the opinion that ... train with the Freeletics App three times per week for the next three months.

- I should not I should

When it comes to matters of fitness, I want to do what my family thinks I should do.

- strongly disagree strongly agree

I think that my friends are of the opinion that ... train with the Freeletics App three times per week for the next three months.

- I should not I should

When it comes to matters of fitness, I want to do what my friends think I should do.

- strongly disagree strongly agree

Most of my friends exercise regularly with the Freeletics App.

You can ignore the question, if you don't know whether your friends use Freeletics or not.

- definitely false definitely true

4 Behaviour 2

The following questions refer to you 'working out with the Freeletics App three times a week for the next three months'. Many questions in this survey make use of rating scales with 7 options; please select the one number that best describes your opinion. Some of the questions and statements may seem similar, but there are subtle differences in what is being asked.

I expect that I will have enough time for training with the Freeletics App three times per week for the next three months

- extremely unlikely extremely likely

Having enough time would enable me to exercise with the Freeletics App three times per week for the next three months.

- strongly disagree strongly agree

I expect that I will be able to convince my friends to work out with me with the Freeletics App three times per week for the next three months.

- extremely unlikely extremely likely

Working out with my friends would enable me to exercise with the Freeletics App three times per week for the next three months.

- strongly disagree strongly agree

I expect that I will get clear exercise instructions from the Freeletics App.

- extremely unlikely extremely likely

Getting clear instructions would enable me to exercise with the Freeletics App three times a week for the next three months.

- strongly disagree strongly agree

I expect that there will be a competitive atmosphere among users of the Freeletics App.

- extremely unlikely extremely likely

Having a competitive atmosphere among users of the Freeletics App would prevent me from exercising three times a week for the next three months with the Freeletics App.

- strongly disagree strongly agree

I expect that I will have enough motivation for exercising with the Freeletics App *three times per week for the next three months.*

extremely unlikely extremely likely

Being motivated would enable me to exercise with the Freeletics App *three times per week for the next three months.*

strongly disagree strongly agree

I expect that I will have stress at work in the next three months.

extremely unlikely extremely likely

Being stressed at work would prevent me from exercising with the Freeletics App *three times per week for the next three months.*

strongly disagree strongly agree

5 Standard Direct Measures

We will now ask you some general questions about Freeletics. Please do not be disturbed that some questions might seem very similar.

My exercising with the Freeletics App *three times per week for the next three months* would be...

extremely harmful extremely beneficial

extremely unpleasant extremely pleasant

definitely bad definitely good

extremely worthless extremely valuable

extremely unenjoyable extremely enjoyable

Most people who are important to me approve of my exercising with the Freeletics App *three times per week for the next three months.*

strongly disagree strongly agree

It is expected of me that I exercise with the Freeletics App *three times per week for the next three months.*

extreme unlikely extremely likely

The people in my life whose opinions I value would approve my exercising with the Freeletics App *three times per week for the next three months.*

strongly disagree strongly agree

Many people like me exercise with the Freeletics App *three times per week for the next three months.*

extremely unlikely extremely likely

Most people who are important to me exercise with the Freeletics App *three times per week for the next three months.*

extremely false extremely true

The people in my life whose opinions I value exercise with the Freeletics App *three times per week for the next three months.*

extremely false extremely true

I am confident that I am able to exercise with the Freeletics App *three times per week for the next three months.*

strongly disagree strongly agree

Exercising with the Freeletics App *three times per week for the next three months* would be ... for me.

absolutely impossible absolutely possible

If I wanted I could exercise with the Freeletics App *three times per week for the next three months*

definitely false definitely true

It is mostly up to me whether I exercise with the Freeletics App *three times per week for the next three months*

strongly disagree strongly agree

How much control do you believe you have over exercising with the Freeletics App *three times per week for the next three months?*

no control complete control

I intend to exercise with the Freeletics App *three times per week for the next three months.*

extremely unlikely extremely likely

I will try to exercise with the Freeletics App *three times per week for the next three months.*

extremely unlikely extremely likely

I plan to exercise with the Freeletics App *three times per week for the next three months.*

extremely unlikely extremely likely

In the past three months how often have you worked out with Freeletics?

every day almost every day most days on about half the days a number of times, but less than half the days a few times never

6 Personality

The following questions refer to your personality so that we can analyze whether the personality can affect the usage of the Freeletics app. Please answer honestly, your answers are anonymous and they will not be judged or rated in any way.

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you.

	not like me at all	not like me	a little like me	somewhat like me	like me	very much like me
Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to him to make his own decisions about what he does. He likes to be free to plan and to choose his activities for himself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He thinks it's important to be interested in things. He likes to be curious and to try to understand all sorts of things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to him to be independent. He likes to rely on himself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He thinks it is important to do lots of different things in life. He always looks for new things to try.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He likes to take risks. He is always looking for adventures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He likes surprises. It is important to him to have an exciting life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoying life's pleasures is important to him. He likes to 'spoil' himself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He really wants to enjoy life. Having a good time is very important to him.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being very successful is important to him. He likes to impress other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's very important to him to show his abilities. He wants people to admire what he does.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He thinks it is important to be ambitious. He wants to show how capable he is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting ahead in life is important to him. He strives to do better than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to him to be rich. He wants to have a lot of money and expensive things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to him to be in charge and tell others what to do. He wants people to do what he says.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
He always wants to be the one who makes the decisions. He likes to be the leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you.

	not like me at all	not like me	a little like me	somewhat like me	like me	very much like me
Thinking up new ideas and being creative is important to her. She likes to do things in her own original way.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to her to make her own decisions about what she does. She likes to be free to plan and to choose her activities for herself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She thinks it's important to be interested in things. She likes to be curious and to try to understand all sorts of things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to her to be independent. She likes to rely on herself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She thinks it is important to do lots of different things in life. She always looks for new things to try.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She likes to take risks. She is always looking for adventures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She likes surprises. It is important to her to have an exciting life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She seeks every chance she can to have fun. It is important to her to do things that give her pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoying life's pleasures is important to her. She likes to 'spoil' herself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She really wants to enjoy life. Having a good time is very important to her.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's very important to her to show her abilities. She wants people to admire what she does.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being very successful is important to her. She likes to impress other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She thinks it is important to be ambitious. She wants to show how capable she is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting ahead in life is important to her. She strives to do better than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to her to be rich. She wants to have a lot of money and expensive things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to her to be in charge and tell others what to do. She wants people to do what she says.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
She always wants to be the one who makes the decisions. She likes to be the leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you do the following activities:

If the selectable options do not quite fit, please select the one that comes closest.

	Never	Once a year	Once a month	Once a week	Two to three times a week	Every Day
Action sports (Skydiving, Bungee Jumping, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition sports (Football, Tennis, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Endurance sports (Running, Biking, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative sports (Dancing, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxing sports (Yoga, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working out with Freeletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
others (please name those in the textfield below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you are doing sports that do not fit into any category above, please list them here.

Please complete the following sentence: I like it best to work out...

- Alone
- With one or two friends
- In a group of friends
- In a group of strangers

Please complete the following sentence: When I work out, I ..

- Go outside
- Stay at home
- Visit a studio

7 Voucher

Thank you very much for the participation! Below you will find a text field where you can add any additional comments you might have about the questionnaire. Please feel free to comment as much as you like.

Comment:

Which voucher would you like to win?

As a thank you for your participation we would like to offer you a 20% off discount code for your next Freeletics Training Coach. (ATTENTION: Due to high demand we might not be able to offer the discount codes, but we try to get more. Please note that the 20% off discount code is not valid for already purchased coaches.)

Additionally you can choose to participate in our lottery: We will give away three 20€ Amazon Vouchers and three full Freeletics Training Coaches to six randomly chosen participants. If you would like to participate in the lottery or receive a discount code, please provide an e-mail address below, so that we can send you the code and contact you in case you win a prize.

- Amazon
- Freeletics Coach
- none

Please provide your email so we can contact you for your participation in the voucher lottery and send you your code for 20% coach and nutrition guide for three months.

You can leave this empty, if you do not want to take part in the lottery and not receive any codes.

8 Endseite

You have successfully completed the questionnaire.

Thank you for your participation, have a nice day!