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**Media in Enhancing Physical Activities – The Case Study “Dynamic Duo”**

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### ABSTRACT

This Master's Thesis deals with the potentials of media in enhancing physical activities in the Western postmodern society in the light of a case study Dynamic Duo. Dynamic Duo was a media related campaign in the Finnish national broadcasting company YLE that was targeted in enhancing people's physical activity. The aim of the thesis is to study in which ways the Dynamic Duo campaign possesses capacity in activating people and, what are the reasons of the participants to take part in the Dynamic Duo campaign. In addition, this thesis investigates what reasons there are in organising campaigns that utilise media in order to increase physical activity. The research data was collected from the participants of Dynamic Duo campaign during 2010 and from the organisation behind the campaign. The participants were Finns of over 35 years of age who took part in the campaign through radio, television and social media. The data was collected with a questionnaire and radio interviews that were found in written forms on the web pages of regional radio stations, as well as through narratives of the participants. The interviews and narratives were examined by using the methods of qualitative analysis supported by quantitative data that was gathered with the questionnaire. Inductive approach and the method of theme analysis together with hermeneutical interpretation were used in the thesis. The analysis shows that there are different reasons to participate the campaigns. The expectations that society places at individuals make people set certain goals. Achieving these goals produces feelings of joy and happiness. Through these so called public challenges people seem to have more motivation as they are under social control during the period of public campaign. The social support tends to be essential in succeeding and reaching the set goals. Also the desire to be model examples in society tempts people to expose themselves as public figures. On the other side, there are also the reasons to organise media related physical activity and health campaigns and the care of public health is the main concern. In organising campaigns that are visible in media there is always two forces colliding, the market forces and entertainment versus common good and non-profit ideology.

**Keywords:** postmodern society, Finland, media, reality television, physical activity

**LIST OF ABBREVIATIONS**

FSF Finnish Sport Federation

YLE Finnish National Broadcasting Company, Yleisradio

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## 1 INTRODUCTION

The Western society has faced rapid changes during the past couple of decades. The speed of everyday life has increased as well as the surroundings of normal life offer more and more new and interesting things to do, to have, and to consume. The field of media has also gone through tremendous alterations. The number of new media channels has increased. Media has become interactive in many ways because people themselves want to be part of it. Just about everything, ideas and opinions included have become consumable. The consumers want to be the ones with the possibility to criticise and effect on the contents of media. At the same time, the care for individuals and societal well-being have become national concerns.

Television, radio and magazines are used to associate with the word media but it is not enough anymore. Earlier, people used to watch television but nowadays everything is linked with different media channels. Social media, with interactive web sites, such as Facebook and YouTube, together with reality television and different blog writings, are part of today's media life in accordance to the traditional channels of media. The television shows have their own Internet pages with merchandise, news and fan activities (Hill 2005, p. 5). In brief, it could be stated that media has become closer to people as people are also willing to participate in creating media content.

The change of media's distribution has not occurred alone as behind the change there are bigger societal alterations. The Western postmodern society we live in consists of values and norms that are formed through the common actions and behaviour of people. The values of individuals have altered into supporting the consuming culture, in which we desire more than is necessary, longing endlessly for something new (Falk 1994, p. 94). There is no doubt that media has something to do with it.

Media has also been seen as a medium of effecting peoples' thinking and attitudes but also modifying behaviour. Therefore, the media will also have an essential role in today's society in which the individuals are part of the media themselves. We can see that everything is linked with each other. In Western postmodern societies consumption and the built body image are controlling people's behaviour. On the other hand, values

and beliefs that can be modified through the elements of media affect people's mind as well.

### **1.1 Western Postmodern Society and Media**

It is important to understand some basic elements of the development of the Western society and media. As Bourdieu (1985, p. 47) describes, society is on one hand an institution that gives the shape for different things and on the other hand it may be seen as the acquired habits and behaviour that become real in human body. In brief, society is guided by the moral values that have developed along the society and which people obey as it is seen the right way to act.

Furthermore, the traces of postmodern society can be found since the Second World War and especially after 1950's or 1960's. Post-modernity can be seen as continuation of modern society that was seen as the time of ratio. However, postmodern phenomena can be seen in many spheres of life: for example, it can be seen in politics, arts, and science. Western postmodern society has been described as a society in which narcissistic individuals are seeking merely self-fulfilment and at the same time social values, moral convictions and ideological utopias are been paid less and less attention. (Zima 2010, p. 11.)

In contemporary society people have grown up surrounded by exceptional economic security. Today's youth have experienced their life totally different than their parents and grandparents, without economic difficulties. The values of the society have altered from material well-being towards the quality of life. Also polarisation among people has increased and the general opinion effect on peoples' actions. The Western postmodern society differentiates from the Asiatic and Third World societies in many ways. The societies of Third World have always said to be in the middle of rapid change, as at the same time west is considered reach the end of state. On the other hand, it is important to understand that the change is present every day in Western society too, always providing something that is never experienced before. In the Western post-war society the mass media and mass communication have modified people's belief system, forcing people towards continuous change through the lifestyle the media offers. (Inglehart 1977, 3-12.)

In the Western contemporary society mass media has always had an important role in people's everyday life. In the Europe during the post-World War II period the commercial media was formed as a result of strong ties that existed between the media and the organised social groups that made up the public sphere. Furthermore, the critical journalism that was especially important to US media was connected to the rise of commercial mass media. On one hand the commercial press developed earlier but on the other hand broadcasting was strictly regulated and maintained non-commercial for longer than the press. In broadcasting the change into commercialism began in the Europe 1980's and 1990's. The systems dominated by public services shifted into commercial broadcasting and in the US deregulation largely removed the public service obligations. This was the beginning of rapidly increasing competition that was accomplished by the Internet sector development. (Hallin 2008, p. 44-47.)

People are seeking experiences that media will offer them more than they have time or energy to consume. Ideas of new challenges and goals are fed everyday through different channels of media. Especially popular factual television has become extremely popular all over the world (Hill 2005, p. 3-5). For example in UK, the differences between working class and upper class have more distinctions than in Finnish society. As far as Finnish society is concerned we can talk about educated and less educated people and still apply the same research into Finnish reality television culture (Wood & Skeggs, 2008, p. 177-178). Therefore, the research that is conducted in the United States and Europe will apply also to the Finnish society as the societal conditions and features in Western Europe tend to be similar.

## **1.2 Physical Activity and Health Campaigns in Media**

What makes people willing to open up their lives for strangers while they are attending in reality game shows and lifestyle programs interests me in this study. Is it the competition or the fame? The media studies are focused on the change of media and its influence to the audience. Furthermore, in these media and sociological studies it has not been researched why people participate on reality programming and what they expect to gain through participation.

On the other hand, it is interesting to discuss what creates the need for this kind of programming and campaigns. Eurobarometer 2010 shows that people from the Nordic

countries and the Netherlands are the most physically active in Europe. Despite the fact that sport participation is high in Finland, as 72 % of citizens inform to exercise with some regularity, the Finnish Sport Federation has expressed its concern by adapting the physical activity enhancing campaign into a new media channels. The health of the Finnish nation does not seem to correspond with the results of Eurobarometer 2012 as the cardio-vascular diseases, for example, are a big problem.

The care of people's physical and mental conditions is usually the force that leads to organise physical activity and health related campaigns. The contents of health-based programming very often consist of the idea how other people care about individuals in compassionate and responsible way (Hill 2005, p. 123). As the trends tend to change very fast, it offers the media various possibilities and channels to reinforce the message of healthier and more physically active life. On the other hand, there might be also lot of obstacles and challenges.

Media also has different goals in producing physical activity and health related programs, as the goals may differ whether the producer is commercial or non-commercial. The difference between the focus on entertainment and national care affect the content of the program making it convincing or not.

Promotion of more physically active and healthier way of life through a non-commercial organisation usually indicates smaller budget to spend and the period of time that is rather short. These kinds of promotions are most often designed to effect on attitudes and norms of individuals, hoping that it leads to the desired physical activity behaviour (Bauman & Chau 2009, p. 196).

### **1.3 The Structure of the Study**

Firstly, I will examine what the main changes are in the Western society on postmodern era and how it has effected on the media. An important question deals with the increased consumerism in postmodern days as well as the role of media in modifying society's values. Secondly, with the help of observing media related campaign "Dynamic Duo" I look for an answer to the question why people want to participate in media related campaigns. The main issue will be whether it is possible to change people's attitudes towards regular exercise and encourage people to be more physically

active through the new methods of media. Thirdly, the discussion concerns the reasons to organise media related physical activity campaigns and it's possibilities to effect on people's attitudes as a part of media campaigns promoting physical activity.

The research is conducted in association with the Finnish Sport Federation's (FSF) and Finnish national broadcasting company's (YLE) joint campaign "Voimakaksikko" that will be later called "Dynamic Duo". The campaign was targeted to people who are interested in physical activities, but for some reason do not have time nor motivation to exercise as much they want, nor to exercise at all. In the campaign there were pairs that encouraged each other to be more physically active, as the exercising was meant to be completed as teamwork. In addition, the pairs had also a chance during the exercise period to utilise different media channels, such as the Dynamic Duo website as well as Facebook and YouTube channels. The regional radio stations also followed the training of the pairs as a reality radio show.

After the introduction the research tasks and methods, the Dynamic Duo project that is an essential part of the research, as well as the research data are all represented. In the third chapter the focus of the thesis is on the contemporary society's and media's main features. This research is developed from the sociologist theories in the postmodern times. As Bauman (2002) describes the society is liquid, interactive entity in which the consumption of time, commodities and even people have become the most important factor (Bauman 2002, 2007). However, the research concentrates on media studies (Hill 2005; Breakenridge 2008; Hearn 2008; Oullette & Murray 2009) in order to understand the development of mass media but on the same time focusing on the sociological changes. In the contemporary Western media, the audiences who consume media more often define what the media that is interesting should include.

The fourth chapter discusses the reasons of people to participate in media campaigns and the expectation people have towards them. On one hand, people as consumers gain new ideas and ideologies from media in order to self-reflect and develop their selves as Giddens (1991) explains. On the other hand people also want to be consumed as they are willing to participate in these campaigns as Bauman argues (2007). (Giddens 1991; Bauman 2007.)

The desire to participate in media related campaigns can be explained through different theories that are represented in the sociology. Chikszentmihalyi (1990) explains that seeking happiness and flow thrive people to work for their health and physical well-being. Foucault (1998; 2005) states that the body has been used as a tool of power already centuries ago. Good-looking shape of the body has been an ideology that society has adored. Foucault (1998; 2005) also points out the social control that people need in order to accomplish their goals. Furthermore, as people are ready to open up their life for public, they must have some expectations to also gain something from that act. Bourdieu's (1985) ideas relating to social capital that people are seeking in the field of social play give a good basis in observing people's desire to be public animals.

The fifth chapter concentrates on the reasons behind the media campaigns and the possibilities utilising new methods of the media can be achieved. Specialist opens up the reasons behind the media campaign that was conducted jointly with YLE.

In the end, the conclusions of the study are represented and evaluation of the study explains how it succeeded in answering the questions and tasks it possessed. I will also have some suggestions for further studies and ideas to develop in the field of sociological media studies related to enhancing physical activity and people's well-being.

## **2 RESEARCH TASK AND METHOD**

The theoretical starting points of the study stand from the sociological theories of Western postmodern society as well as media studies that reflect the medias influence in society and vice versa. By analysing and applying the sociological theories and the media studies, the research questions represented below may be observed in light of today's society's values and ideals that construct the body of the research. As media is said to have a role on modifying attitudes and perceptions of individuals, the study focuses on the reasons why people are willing to participate in popular factual campaigns. On the other hand, the possibilities the media has in enhancing people's participation in physical activities.

The main emphasis of the study is on qualitative approach. The research material consists of the experiences that people had while they were participating the project. However, some quantitative material is also collected in order to support the qualitative findings regarding different aspects of the campaign. Before beginning to analyse the material I had certain assumptions about the results but during the analysing process, I had to correct the assumptions as new evidences and ideas were brought up.

### **2.1 Research Questions**

In the thesis I will observe media's potential in contemporary society in increasing physical activity, and especially its possibilities in enhancing physical activities. I will concentrate on evaluating how the field of media and society have been altered along the development of the postmodern era. Assumably the media has some kind of influence in people's values and everyday life and it is interesting to observe the big picture. It seems that in today's society people want to be visible objects and therefore I hope to answer what is the reason on one hand to participate in media campaigns. On the other hand, the reasons to organise and produce reality media campaigns in the postmodern society that considers itself one of the most physically active in Europe also raises the interest in researching the topic more deeply as to why these campaigns are needed. Therefore, the research questions in this thesis are analysed and discussed based on both empirical data and previous literature.

The main research question of the thesis is:

What is the potential of reality entertainment in enhancing physical activities in the Finnish society?

The main research question is divided into sub questions:

In which ways the Dynamic Duo campaign possess capacity in activating people?

What are the reasons to take part in the Dynamic Duo campaign?

What are the reasons to organise the Dynamic Duo campaign?

## **2.2 Research Data**

As Eskola and Suoranta (1998, p. 118) suggest mass media and popular culture produce an enormous amount of material that is appropriate for qualitative research. Therefore, the material that is analysed in this research has been collected from the participants of the Dynamic Duo project during the campaign period between February 2010 and August 2010.

Firstly, the collected material that is used in this study consists of the narratives the participants have written themselves in the middle of the campaign. There are all together 18 narratives that are published in the Internet page of Dynamic Duo in which the regional winner pairs explain the reasons to participate in the project and the expectation they had towards the experience.

Secondly, the research material includes interviews that are carried out in each 18 regional radios during the campaign period. The interviews are transposed and published in written format in each regional radio's own web page. The interviews have been retrieved from the web pages of the regional radios<sup>1</sup> during 23.-24.8.2010. Altogether there are 147 retrieved interviews that I have analysed for the research in order to find out the peoples experiences and reasons to participate in public media campaign. The interviews give information about the feelings of the participants as well

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<sup>1</sup> Appendix 1.

as how the expected ideas were fulfilled and how the core elements of the campaign, for example social media, have benefitted the exercising.

Thirdly, the research project also includes a questionnaire<sup>2</sup> data that was implemented as part of the project to give information especially how the participants have experienced the meaning of social media and how important the media related support and the support from the pair is experienced. The objective of the survey was also to measure impact of different areas of the project and how the pairs had utilised the possibilities as motivating factors but also if they had gained new tips for their training.

The main emphasis of the research is on the stories and interviews, while the meaning of the questionnaire is merely to support the findings indicated from the main research material. The original interviews, personal stories and questionnaire are in Finnish language and they have been freely translated for the purposes of the study.

Fourthly, the study also aims at finding the reasons for organising campaigns that enhance people's ideas and attitudes towards exercising and physical activities. Therefore, the research material also includes interviews of Finnish Sport Federations Communication Director Eila Ruuskanen-Himma who was one of the leaders of this particular campaign. Unfortunately, the coordinator from the side of YLE could not be reached.

Table 1. Research Data

Research data	N=	Content of the data
Narratives written by the participants	18	Reasons to participate the campaign and expectations
Interviews in regional radios	147	Experiences during the campaign
Questionnaire data	57	Supporting data of experiences and the motivating factors
Interviews of specialist	2	Organisations reasons for the campaign

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<sup>2</sup> Appendix 2.

## 2.3 Research Method

I have placed an emphasis on qualitative approach but the quantitative measurements have been used as contribution for the research. All in all, qualitative and quantitative methods can be combined in order to analyse the research material (Eskola & Suoranta 1998, p. 10).

### 2.3.1. Data Collection Method

As Eskola and Suoranta (1998, p. 80) describe, theory can be seen as the basis of the study and with the help of the theory it might be easier to develop the actual research. Understanding of development of postmodern society and the media helps to indicate and clarify the findings this study possesses and also helps to understand the selected research questions. The research questions represent well the current elements in media field but also answer the need of rapid changes in postmodern society that has to be taken into consideration.

The contemporary research has been criticised in mixing theories and messing up with the theoretical and methodological field, as it tends to use the best parts of different methods and studies in order to develop interesting researches. Postmodern research may be described as selective research in which different ideas may be combined from different researches (Tuomi & Sarajärvi 2009, p. 55). In my part it is essential to combine different sociological theories as the field of media is extremely wide and has different sides to explore. The sociological studies also give some expectations for the empirical material and I assume that the empirical data supports my expectation quite well.

Qualitative research aims to describe or understand certain action that takes place in society (Eskola & Suoranta 1998, p. 61). The research question in the study is what is the potential of media in enhancing physical activities in the contemporary society. As far as I am concerned, qualitative approach gives the best options to understand this postmodern phenomenon how media influences in society's values and norms these days and how it may be utilised by observing the different sociological theories.

Furthermore, case study can be defined as empirical research that explores social phenomena that takes place in real life in its own surroundings (Eskola & Suoranta

1998, p. 65). This thesis is a combination of theoretical analysis and actions in real life situation that support each other giving answers my research questions. Enough particular analysis of qualitative material includes elements for making generalisations (Eskola & Suoranta 1998, p. 65). Therefore the methodology described later, helps to understand the choices I have made regarding the research.

In conclusion, this study uses triangulation methods, as the research material is combination of personal stories, interviews, and questionnaires. The theoretical framework is also combination of different sociological theories that back up the media research. Also the method triangulation is slightly involved in the research as the quantitative material that is gained through the questionnaire evidences the qualitative material (Eskola & Suoranta 1998, p. 69). By applying different methods and theories I aim to represent the best possible understanding of the findings.

### 2.3.2 Data Analysing Method

The ultimate meaning of the analysis is to create a general view about the research problem that is accurate (Laine 2007, p. 43). Inductive approach applies to this research, as I analyse singular texts of participants and try to find generalisations through which to answer the research questions (Eskola & Suoranta 1998, p. 83). Therefore, in the research I have used thematic analysis. As the research is focusing in the phenomena of real life, thematic analysis applies to the study quite firmly. Eskola & Suoranta (1998, p. 178) suggest that thematic analysis is useful way to collect information regarding practical research problems. This method is also used in other studies as Vehmas (2010) applies this method in her dissertation (Vehmas 2010).

One of important questions of thematic analysis is how the themes are categorised. The same kind of themes will create one portion of experiences and the others themes are connected in different categories by the personal experience of life the researcher possess (Laine 2007, p. 41). I decided to categorise the research material into five different themes that include joy, aspect of health, control, meaning of pair, and social benefit in social networks. The material may be themed also the basis of the research questions (Moilanen & Rähkä 2007, p. 55). Accordingly, I have tried to find different themes regarding to the research problems that form the body of the research. Thematical entities are organised by the research question and therefore the research

very often defines which themes are important in certain case (Laine 2007, p. 41-42). In the research the research questions very much defined the themes that I chose for the main points.

The research focuses on people's experiences in participating media related physical activity campaign. Therefore, the study uses phenomenological methods to understand people's experiences regarding the real world they are living in as the experience is formed through the different meanings the life is consisted (Laine 2007, p. 29). Why people are acting as they are, what is the reason to put their life open to everybody and how they experience it? In phenomenology, the assumption is that people's action is intentional (Laine 2007, p. 29-30). What is the intention then is participating media related campaigns and on the other hand why these campaign are organised?

Thus, it is not enough if the data is collected. In phenomenological research the need of hermeneutical approach is needed when the material needs to be interpreted and analysed. Hermeneutics is generally understood as a theory of understanding and interpretation (Laine 2007, p. 31). As well as in hermeneutical also in phenomenological research the concepts of experience, significance and sense of community play an important role (Tuomi & Sarajärvi 2009, p. 34). Furthermore, hermeneutical understanding means the comprehension of significances the different phenomena's have (Tuomi & Sarajärvi 2009, p. 35). Through the hermeneutical approach I aim to understand the reasons that lie beneath the participation and also organising the campaigns.

The challenging part in thematic analysis is how the research material succeeds in discussing with the empirical material (Eskola & Suoranta 1998, p. 175). Trying to avoid that, I focus on representing the findings of the study along the theoretical framework. Furthermore, sometimes theme analysis is only a collection of quotations instead of deeper analysis (Eskola & Suoranta 1998, p. 179). Hermeneutical ring means the dialogue between the empirical research material and the research itself (Laine 2007, p. 36). Through thematic analysis and hermeneutical interpretation, I aim to provide the theoretical framework with practical generalisation that the media related physical activity campaigns have. However, hermeneutics does not aim to simplify the research material into generalisations (Laine 2007, p. 42). Therefore the individual voice of participants is aimed to maintain in this research.

## 2.4 Case of Dynamic Duo Project

The study is part of the physical activity related media campaign that Finnish Sports Federation and Finnish National Broadcasting Company YLE launched in 2010. “Dynamic Duo” project was developed to increase the inspiration to exercise for those people who would be enthusiastic about physical activities, but for one reason or another cannot find time for exercising or otherwise unable to squeeze it in between daily activities.

The “Dynamic Duo” project was one of the five projects that were launched during the theme year 2010. The Risk Monitor research tool was used in the preliminary research to identify the socio-cultural approach in the planning of the theme year (Ruuskanen-Himma 2011, p. 32). The theme year was developed by defining different type of personalities people have and according to these personalities different kind of media related physical activity campaigns were carried out. In the Risk Monitor tool a four-field schematic was used, in which the tool identifies the values tendencies that people apply to products, choices, and ways of thinking (Ruuskanen-Himma 2011, p. 32). The study will only concentrate on this one campaign Dynamic Duo that defined one of the five personalities to be people with caring attitude about the society and nations physical state.

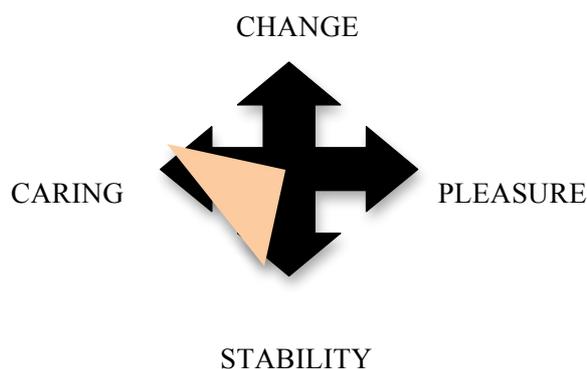


Figure 1. This figure indicates the values of “Dynamic Duo” type of person in the Risk Monitor tool. Dynamic Duo’s value stability in their life but have a caring attitude towards others (Liikunnan ja Urheilun maailma 2011, p. 3. Special edition for Desing Forum of Sport; Ruuskanen-Himma 2011, p. 32-33).

The idea of the project was that it utilised different media channels for promoting the campaign and the values it had, including social media as one of the exercise motivators. It aimed to bring physical activity closer to people's everyday routines. In the media, the campaign was on in regional radios and in television on the TV program *Akuutti*. The postmodern ways of social media channels through the Internet were also benefitted. Dynamic Duo opened its own website ([www.voimakaksikko.fi](http://www.voimakaksikko.fi)) through which it was possible to monitor the campaign. The website also brought together the opportunities and possibilities of different media channels that were linked to the project. Therefore, the meaning for the actual website was to collect all the social media subprojects into one place.

In social media, Dynamic Duo's own channels in the Facebook provided an opportunity for discussion and made interaction, between participants and people who were interested in the campaign as viewers, possible. Through the Dynamic Duo channel it was also useful to follow Dynamic Duo radio program and listen the experiences of the participants during their exercise period.

The other beneficial elements in social media that were promoted during the campaign were the HeiaHeia physical activity diary in which the people could register their daily exercise type and amount of time that was used in it. HeiaHeia physical activity diary also expanded the influence of social media and increased service opportunities that the campaign could offer. In addition, as a part of the campaign Facebook and YouTube users were offered the use of "Move of the Day" for one hundred days in order to have a short break during the working day.

Although the media was heavily involved in the project, one of the projects goals was to emphasize the meaning of the Dynamic Duo pair and the importance of encouragement of other person has related to increasing pleasure gained from exercising. However, according the study that was carried out before the launch of the project, the personality that was typical for Dynamic Duo's target group was the caring attitude towards other people. For this reason, the project was carried out as the work of pairs.

Search for Dynamic Duo pairs was launched on the internet-site on 15<sup>th</sup> of February 2010. Applications for the project came to a total of 248 pieces. The promotion of the campaign was organised through Internet page and YLE's radio programmes.

Commercial media was not entitled in the campaign. Each regional radio station selected three pairs from the applicants, with the exception of Central Finland in which there were four couples. Regional live radio campaign was involved in a total of 55 pairs in the beginning and after the selection of regional winner 18 pairs continued the project three more months.

The selected pairs represented a very broad geographic region of Finland from Lapland to the southernmost territory of Finland. Participants' age range varied between 19 and 64 years even though the target group was Finns over 40 years. Pairs were married couples, mothers and daughters, friends and colleagues. At the beginning of the project, registration took place in pairs, or if the participant did not have a partner, the pair was appointed from the other applicants. Only one pair was appointed by the program, the others had pair in their social network.

The actual campaign started 15<sup>th</sup> of March 2010 when the pairs started their training under supervision once a week. At the beginning of exercising all the participants were tested with a health fitness test to determine the initial level. The idea of Dynamic Duo was to participate during the three months joint traineeship in the six instructed experiments, and otherwise exercise with their pair. The experiments were conducted weekly and at the same time the pairs were interviewed in radio programs in which the pairs talked about their experiences regarding working out. The experiments that were conducted were cross-country skiing, Nordic walking, stretching, water running, body control with gymnastics and dance.

In parallel with radio programs there was also the TV program *Akuutti* in which "laborer from Kaakamo" and Kalle Palander, Finnish famous alpine skier, also exercised and experienced same sports as the Dynamic Duo pairs. The function of this television program was mainly entertaining. In addition, participants had access to their own Dynamic Duo site Facebook, where they had the opportunity to exchange experiences with each other and tell their training on their own.

When all the sport experiments had been reviewed, it was time for final testing in order to find the regional winner's. Results varied and substantial improvements to the condition in weight loss had been achieved. The selection of the winner did not measure

the results, but a positive attitude towards exercise and the adoption of a comprehensive change. Regional winners continued their journey to the final held in late August.

During the summer the regional winners had to each learn a new sport. Pairs got to see the fencing, zumba, badminton, parkour, judo, golf, hydrobic, navigation, and soccer. The purpose of the learning the “new” sport was that the Duo’s will act as instructors in the fitness festival, in which also the winner will be selected. The winner selection criteria did not consist of measurements, but instead how well the pair performed task, and how inspiring they performed during the instruction. The Dynamic Duo Pair that became winner was Anu and Pasi Salminen from Turku, who won “the dream come true” sporting holiday worth of 4000 euros. The members of Dynamic Duo jury were Maija Perho program director from the health promotion policy program, Aki Riihilahti the well-known footballer from Finland and Communications Director Eila Ruuskanen-Himma from FSF.

### **3 THE POTENTIALS OF MEDIA IN CONTEMPORARY SOCIETY**

This chapter examines the values and norms as well as the effect and change of media field in today's societal scene. Speed and interaction are the key elements. The constant movement and the concept of time control people's behaviour and everyday life. The ideas and values that are given from the outside world create people goals towards they are reaching. Everything in Western society has become consumable including time, ideas, and even people.

A greater role for all that change can be given to media and its new forms. Media offers people ideals that the society constitutes and the new formats of reality television and interactive media deliver these ideals to ordinary people immediately. As Giddens (1991) describes, people reflect the surrounding society in order to develop their identity and for that the mass media channels offer cheap and rather effective tools in today's society (Giddens 1991). However, it should then be considered if these new forms of media rather entertain or do they actually have real value in enhancing people's attitudes for example towards activities such as physical activities. What kind of campaign has effect on people behaviour and how the values of postmodern society may be distributed through physical activity related media campaigns?

#### **3.1 Fast and Interactive Contemporary Society**

In contemporary society, which we live in, the culture is one of the leading forces that affect our lives. However, culture has many definitions but may be considered also as the way of life that is characterised by distinctive features such as values, norms and institutions (Leonard 1984, p. 63). The values people have and the behaviour they are conducting comes from somewhere above. Therefore, Leonard (1984, p. 79) states that culture is altering outlines of learned behaviour and the products of learned behaviour that are shared in society and spread among the members of a society or the way of life of a social group. People are adapting the way of behaviour every day from the outside world that is full of models of behaviour. Reflective society gives opportunity for change because high awareness of outside world and self creates thoughts about modifying yourself according to others (Giddens 1991, p. 71).

In the past decades people have had various ideals. In late modernity in Western world, the human body shape and appearance has become particularly important designating social identity rather than personal identity. Especially, the media spreads the image how everybody should look like. As Giddens (1991) states, the reflexivity of self includes the awareness of the body that leads to the control of exercising and eating. When the social ideals are given from the outside world, there might many things to consider in ones actions. People are every day going to go through questions how to act and behave. However, late modern society gives in daily activities a big role for choice but at the same time gives little help for choosing. The confusion among people's everyday life might be enormous when they are trying to survive in the jungle of constantly choosing what is best for them and what satisfies the needs of society. Individuals have an enormous variety of choices to make and it is skill to live in the world of options. The mediums of connection have also increased as the media has created forms of interactivity that I will be discussing later on this chapter. (Giddens 1991, 70-99.)

Together with the social identity, time also plays a huge role in everyday life. After the antique good and evil, people have created compensatory values: slowness and speed, in which the speed represents good and desire for something new and unexplored (Marinetti 2009, p. 58-59). However, time is an invisible unit and people need a watch or a calendar to measure it (Urry 2009, p. 179). This easily indicates that all activities are scheduled in order to be effective and productive. There should be time to do everything. Horne et al (1999, p. 3) have described that time becomes more quantified in today's Western society. Speed of life makes people feel divine and especially the sportsmen are representing this value (Marinetti 2009, p. 59). Time is the product of ideal contemporary society in which people are reflecting their behaviour from the outside world. Therefore, the essential question is if everybody else is effective, am I a bad person if I am not effective and use time valuable.

Dewey (2009, p. 62) claims that the reason for speed and motion is the instability of social life. Today individuals are given more and more time to decide what they do and when, for example, offering the 24 hours access to services, offering flexible working times, offering consumption over borders through internet and by that means increases the speed and pace of life (Urry 2009, p. 192-193). People have less and less time to concentrate on specific topics and the regular rhythm of life is suffering from too much

flexibility. Urry (2009, p. 187) summarises that the combination of time, space and technology has created speeded up instantaneous time. However, in the future the trend relating to time probably will be rather slowing down than speeding up. Already now there are indications of slowing down style of life in the media.

The expression “time is money” indicates that time is valuable and it must be used as effectively as possible but on the other hand the moment that is enjoyable should last (Urry 2009, p. 180). Therefore people have become seeking the enjoyable moments more eagerly and the mediums to achieve moments of joy. Cannon (2005, p. 32) claims that the lack of long term plans for or the dreams of the future is causing this generation. It might be true that the speeded up concept of time has made our goals weaker than they used to be but on the other hand we imagine being more effective at the same time as our calendars are full of everything.

As the values of society are distributed to people, there has to be different channels to do so. The media plays big role in distributing values and ideas to people who constantly are using media in order to keep up with the changing social values. In late modernity, the body has become more important regarding to self-identity as people reflect the society around them in order to find models how to behave and act, while media channels offer various possibilities. Personal makeover stories that indicate transformation of self are typical Western contemporary phenomena of reality programming in which people are advised to be more up-to-date version of their selves (Hill 2005, p. 92-93). Giddens (1991, p. 99) explains that modes of social identity are mainly modified by group pressure, advertising and socioeconomic resources that merely indicate standardisation rather than individualisation.

If the values of the society are more stable than the conditions of life, is it possible through the media’s effect on people thinking about healthier life and their attitudes of exercising and having physical activities. The mass media opens people wide settings of lifestyles they probably would never encounter in their daily routines (Giddens 1991, p. 84). The social is constituted from what we see and what we say, as well as the critical viewing what media is offering us (Toynbee 2008, p. 266). Therefore, the health criticism should always be included in viewing media.

The problem of media channel is the lack of effectiveness. Physical activity and fitness have great roles in media but only a small number of people are active participants when at the same time greater amount of population has some degree of interest in exercising (Horne et al 1999, p. xiv). On the other hand, Hugson et al (2005, p. 21) argue that culture is linked to family background and upbringing and cannot be changed by well-intentioned social engineering. Television and promotion of physical activities through media do not directly affect people but rather construct versions or accounts of it (Horne et al 1999, p. 167). The conditions of life may change rapidly but the beliefs and values are more stable even in high-speed society (Dewey 2009, p. 62-63). In the Western contemporary media era people see in television and other media channels various images of culture in short sequences that have no connection to previous images creating the increased feeling of short-termism and stress (Urry 2009, p. 191).

### **3.2 Consumer Society**

As a result or side effect of the altered Western society, consumption has a meaningful position in people's everyday life. People try to be as productive as they can and use the time as effectively as possible. They are constantly looking into the future and planning the next task to complete or challenge to reach. This pursuit most often includes consumption of products, services or other immaterial goods. The consumption culture is based on the endless desire of something new over the necessary need the individuals actually have (Falk 1994, p. 94). What would satisfy this endless desire better than consuming everything we have on the reach of our hand?

The essential question is what has caused the spread of consuming culture. Mass media is without a doubt one reason for growth of consumerism (Hallin, 2008, p. 48). Media offers various different ways to promote products and opens the borders to new trends to expand to places that would not without the media even know about those novelties. Furthermore, the postmodern media channels promote the new ideas even more effectively than nobody has used to. Social media applications link companies directly to the consumers (Breakenridge 2008, p. 14). Everybody is one click away from buying and consuming. On the other hand, social networks also benefit the producers. Through social networks people can directly reveal their taste of consuming (Hearn, 2008, p. 205). New channels of media stimulate the actual consumerism but the consumerism in postmodern society has gone ever further than just buying products.

Lifestyle is trend word especially in media. The media gives us advices what are the latest novelties in decorating home and how you should exercise in order to lose some weight. As Giddens (1991, p. 81) defines, the lifestyle usually is connected with consumption. It can be seen also in the media that consumer awareness has become important part of reality programming. The programs are full of suggestion to buy the products that are promoted in the shows (Hill 2005, p. 92). To achieve a certain lifestyle people need to have a certain body figure, home, and of course all the materialistic stuff the lifestyle expects. Lifestyle may therefore be synonym for consumerism as it gives the image the media is forcing us (Giddens 1991, p. 81). Furthermore, through this consumption people are building their body image. The most general asset attributed to sport participation is almost certainly character building (Leonard 1984, p. 66).

However, it is not enough to consume only products. Even people have become consumable objects in contemporary society. Bauman (2007, p. 12) states that one of the most prominent features of consumer society is the transformation of consumers into commodities. People are more often required to gain themselves a market value, make themselves a desirable and attractive commodity, in order to succeed in the different parts of life (Bauman 2007, p. 6). For example, to be employed you have to be attractive and separate from the other candidates, as it is not enough if you fulfil the qualifications anymore.

Hearn (2008, p. 195) talks about branding your image. Brand indicates nowadays rather social identity than guarantee of quality and it no more a simple commodity but an entire virtual context. The dream of turning into consumable commodity is the golden goal (Bauman 2007, p. 13). And what would be easier place to make you a brand or promote yourself than the popular factual television. Reality television makes people the objects of consuming (Hearn, 2008, p. 204). In Finland there are numerous examples of people who want to be publicities and that is the only reason for them to participate in reality based television shows.

As the media is full of popular factual television, in the end we do not have any other option than to choose which lifestyle suits best for us. Therefore lifestyle can be defined less or more integrated set of practices that people embrace (Giddens 1991, p. 81). Branding constructs ambience that is comprised with values and sensibilities that may then condition consumer values (Hearn, 2008, p. 195). Does this lead to the fact that the

better brand you have, the better chances you have in succeeding to please the consumers and probably also to influence in the values of consumers?

The two-way role makes people at the same time products themselves and the promoters of the products they use (Bauman 2007, p. 6). The constant change and the speeded up life leaves the area of consumption open to any new object to consume. It is normal that the consumers are not expected to stay loyal to the products they consume anymore, as the product of today is soon the product of yesterday (Bauman 2007, p. 21). This might be also the reason why the publicity arising from the popular factual media are not gaining the same status as publicity as the people who have gotten stars through their “real” work in public.

### **3.3 Media in Contemporary Society**

As society has changed also the technical devices and the media has gone through many alterations as well. Media’s capacity to saturate everyday life is greater than ever in today’s Western society in which the media space is globally intensively connected (Couldry, 2008, p. 173). Therefore, the power of media should not be underestimated. The media possesses the symbolic power to tell and to circulate stories all over the world (Couldry, 2008, p. 163).

As the Western postmodern society emphasises the individualistic viewpoints, the media has been affected by these ideologies also. The trend towards more individualistic actions and habits in communication and association, effects on the change of media. In the late twentieth century, media became rather directed to individual than large social groups. Hallin (2008) explains that the media has focused more on independently serving its users rather than serving some narrow ideology or interests. (Hallin 2008, p. 47-54.)

Magazines, radio and television have strong background in the media market but the Internet has made the biggest change in the whole area. The last two decades of twentieth century were the end of representative media as the commercialisation took place both in newspapers and broadcasting as well as in the primary commercial Internet sector (Hallin, 2008, p. 46-47). At first, the Internet did not have that big of an effect, but as the web 2.0. was launched in 2004 the role of Internet grew bigger. When

the web 2.0. arrived that meant open access to everybody to add their own content to internet (Brown 2009, p. 1). The possibility to have an effect on the content of the media has also opened more critical way to regard the substance the media has. The rise of critical media has been one of the key elements in media development in Western postmodern era as it was closely connected with the “post materialist” values (Hallin, 2008, p. 50).

The mass media has always been a tool of marketing and influence and the first mass media product was the newspaper (Hallin, 2008, p. 43). The alteration of media is also linked with the idea of consumption as an augmentative factor. One of the reason why market forces took place in the media field was that the social groups that made up the public political sphere lost the central meaning in people’s lives and commitments (Hallin, 2008, p. 47). In the most of developed countries, television has remained predominantly a domestic medium that is consumed privately at home and the importance of television in people’s daily routines is unquestionable (Horne et al 1999, p. 165, Hill 2005, p. 189).

Commercialised media has replaced the non-market forms of social organisations and the media is seen rather a channel of entertainment and advertising (Hallin, 2008, p. 43). Even if the Internet has modified the media most part during the last decade, also other alterations can be seen. Not only are there new media channels appearing but also how old channels are used in going through change (Brown 2009, p. 4). For example, in television the reality has conquered space from traditional television programs and reality television shows are very effective used as forming people’s ideas of lifestyle they should have.

The change of web 2.0 was driven equally by normal users of the Internet as well as the big organisations (Brown 2009, p. 2). This interactive media made consuming ridiculously easy. Consumers of media have now the opportunity to talk back and share their opinions with other’s consuming the same product (Brown 2009, p. 3). However, the fresh situation also brings challenges. In order to influence audiences, the organisations have to actively participate in conversation that goes around the subject (Brown 2009, p. 3). Even if the commercialisation is one of the leading reasons for social change in media field, it should also be noticed that critical professionalism in

journalism and more populist political culture in which the private life and individual experience play important role, are jointly part of the change (Hallin, 2008, p. 55).

In brief, developments in new media can be separated into first generation that includes programs delivered through Internet and web pages and second generation that includes new forms of interactive and accessible media (Bauman & Chau 2009, p. 202). These new possibilities have also the other side. The change of media includes the balancing between the market and the political interest that should not be undermined (Hallin, 2008, p. 55).

### 3.3.1 The Concept of Social Media

Social media is a new phenomenon that the web 2.0. made possible as people got the ability to add their own information and content into the Internet and actively interact with the other users of web. Originally, social media has started from blogging (Breakenridge 2008, p. 123). In blogs people share their experiences of everyday life and open up their reality to everybody else for observation. However, in social media sites people have the opportunity to promote their own values and themselves. Therefore, social media sites are the central place of commerce and community in the virtual world and the essential channel for branded self (Hearn, 2008, p. 205). The sites are also a place to act as model citizens and gain the social capital.

As a result of development of media channels, consumers are not regarded as passive audience anymore but instead active participants of conversation (Brown 2009, p. 23). Social media gathers all the online technologies together allowing people to discuss and share online experiences and feelings about the phenomena and novelties in the internet world (Breakenridge 2008, p. 71). Through the conversations people network in the postmodern Internet societies and share their opinions and experiences immediately after the actual situation happened, making the communication faster as the trend in contemporary society tends to be. However, the information given in social media is not the essential issue rather than the possibility for two-way conversation between the parties (Breakenridge 2008, p. 14). Therefore, the content and ways of acting in social media have to be carefully observed before using the social media in promoting certain values or norms.

The power of postmodern media channels should not be underestimated. The most popular networking sites have millions of users per day, as only Facebook had more than 80 million users in July 2008 (Brown 2009, p. 50). It can be agreed that the new media reaches people globally and fast as it is required nowadays. It is not obvious that everything that is put in the Internet is consumed. Today's Western society's social media users have the power to decide what they think is news worthy and relevant for them and therefore, for example companies need to accommodate with social network consumers (Breakenridge 2008, p. 124). This makes it also challenging to brand your own image and find the audience you are attracting.

Companies are constantly trying to survive in the fast world of social media. Nowadays, the trends in social networking consist of giving the power from brands to individuals, moving from advertising to services and integrating the real and virtual worlds (Breakenridge 2008, p. 129). Many companies have noticed that the power of advertising in social networks is worth of nothing. Instead the social networks many often are regarded as places of complimentary services of your product.

### 3.3.2 Reality Programming

Traditional media channels are also in the middle of transition. The new group of programming is the developing factual television, and why not also radio, genre. However, the factual television is not a new phenomenon. Actually, reality programming has existed already decades, for example, in forms of talk shows and hidden camera formats, before society has started to talk about them (Oullette & Murray 2009, p. 4; McCarthy 2009, p. 24). As we are talking about postmodern society, reality programming can be also called post documentary culture of television (Corner 2009, p. 46).

During the late 1980s and 1990s popular factual television developed as a result of increased commercialism and deregulation of media industries, mixing the ideas of tabloid journalism, documentary television and popular entertainment. Reality television is hybrid category of entertainment and information that includes television programmes that are concentrated of the situation of real life (Hill 2005, p. 2; Orlik 2009, p. 341). Personal stories become public including both entertaining elements but also knowledge (Hill 2005, p. 23).

*“We define reality television as an unabashedly commercial genre united less by aesthetic rules or certainties than by the fusion of popular entertainment with a self-conscious claim to the discourse of the real.”* (Oullette & Murray 2009, p. 3).

Reality television is located in border territories, between entertainment and information, drama and documentary. Factual entertainment actually includes almost any entertainment program that includes real people (Hill 2005, p. 2; 15). Melodrama has been and still remains its position as making moral values visible across many fields of social life (Wood & Skeggs, 2008, p. 183). Therefore, the popular factual television may be seen as a tool of potential modifier of postmodern values.

There are many benefits that attract the producers of popular factual television. Reality based programs are also usually far cheaper to produce compared to expensive broadcasts from sport competitions for example (Hill 2005 p. 6; Orlik 2009, p. 432). Furthermore, reality programs offer wide range of new fresh actors from ordinary people and the programs are disposable, still offering countless of ideas for producers to use (Hill 2005, p. 37-38).

The range of reality programming is wide and almost everything beyond imagination can be included in. Reality programming includes various different kinds of formats from lifestyle programs to reality game shows. Since 2004 the reality television has provided whole array of lifestyle games in which the competitors try to change their lives in guidance with the experts (Oullette & Murray 2009, p. 5). These people want to be pioneers in promoting certain values that the society has accepted. One of the newest phenomena in reality programming are life experiment programs in which people experiment different life styles, values and arrangements. The most attracting still probably are the reality game shows in which people put themselves to compete and to reach the final goal, which very often may be money, but depending the show, also fame. (Hill 2005, p. 31-33; 37.)

Thus, there are some differences that the factual media has when comparing European programs to American ones. In Europe reality television is more related to documentary television as in the USA commercialism has strong label regarding television series

(Hill 2005, p. 8). However, the popular factual television has spread enormously despite the continent or the viewpoint of the television programmes.

The change of program types can be also connected to the consumerism. People want to interact and consume the experiences of other people. They also want to participate in the program and criticise. Though, the main reason in watching factual television is to be entertained (Orlik 2009, p. 342). Television audiences are engaged in critical observing of the development of reality programming (Hill 2005, p. 185). Even if the reality programming covers nowadays most of the offering in television, the attitude toward reality programming is usually negative.

The idea that people can watch other people's lives through reality television is generally accepted and "nosiness" as this natural interest in watching has described, creates the interested to watch these programs (Hill 2005, p. 98). People's fixation with real persons and real life situations is said to be reality television primal distinction from fictional television and also the primal selling point (Oullette & Murray 2009, p. 4). However, by telling personal stories the reality television combines the melodrama and documentary, as the reality show tends to end up with relief and happiness after all (Wood & Skeggs, 2008, p. 181-182). Is this the reason for people after all criticism to sit down on the couch and spend the night watching reality programs even if everybody still considers these programs to be nonsense?

The range of topics in reality programs is wide. There are many shows regarding health issues beginning from the Biggest Loser ending up the Bridal Diets. The Western contemporary society has created through reality programming a medium that possesses primary entertaining but secondary also knowledge providing role. On one hand, many of the programs are produced in the purposes of television entertainment but on the other hand, the concern of national health issues has to be even in a small role. One aspect of reality programming is to offer informative elements regarding, for example, health and personal well-being. However, programs that are concerning health issues are considered to be useful as people themselves can associate with the topics that are handled. Does this indicate that the health related television programs, even if they are reality programming, possess potential in modifying people's behaviour and values? (Hill 2005, p. 10; 78; 104-105.)

### **3.4 Promoting Values Through Media**

Media is very often used as a tool to promote the core values of the society in order to influence in people's attitudes and perceptions. It is interesting to explore what kinds of possibilities the media campaigns have and what is the potential of mass media in promoting the values the Western society has.

#### **3.4.1 The Potentials of Media Campaigns**

The media has been used as a tool to alter the behaviour of individuals. Mass media is a primary element of community-wide interventions that are designed to stimulate interpersonal communication, medium for change and element for increasing the physical activity among the people (Bauman & Chau 2009, p. 197). The function of media can be supportive and motivate people to be more physically active. Producers have tools to persuade consumers through television programmes (Toynbee 2008, p. 269). In addition, the power of television is that it offers people possibility to "see for themselves" (Hill 2005, p. 81). For many people there might be numerous obstacles, for example, family, work and diseases, which prevent them from being more physically active (Owen et alia 1995, p. 248).

All in all, the mass media campaigns do not directly affect to the behaviour and values. In theoretical framework media is said to facilitate change through a sequence of stages, which move from message recognition, acceptance, and understanding through to intermediate effects on confidence and behavioural intention to behavioural change (Bauman & Chau 2009, p. 197). Most of the mass-media campaigns are targeted to affect on the community awareness, understanding and beliefs about physical activity but such programs are not probable to alter behaviour unless they are not integrated into multistrategy community wide interventions (Bauman & Chau 2009, p. 207). Therefore, the importance of the wide picture of today's consumption culture and the behaviour of people is essential to understand.

Along with specific campaigns, reality programming has reached a strong role in altering people's behaviour and as in this case "Dynamic Duo" the campaign was connected to the reality programming. There are different reasons why reality programming may function better than actual campaigns. The one of the most charms of the reality programs are the individual stories that attract people because they have

people they can relate to (Hill 2005, p. 91). In addition, the attractiveness of reality television is that people see that other people also have things that are beyond their own control (Wood & Skeggs, 2008, p. 183-184). In people's mind the lack of exercising is usually experienced to be common problem but the idea that "if someone else is able to conquer him or herself maybe I am also able to do the same". This is obvious message by which the programmes try to encourage people.

Reality programming is told to have quite negative image on people's mind because people believe it is more entertainment. However, even if the entertaining point of view is considered to be the main aspect of reality programming, some viewers consider reality formats rather informative when they have possibility to use practical tips and advices in everyday life (Hill 2005, p. 105). There might be the key element regarding media related physical activity campaigns but also challenge to balance between these two elements.

Through the different channels of media it is possible to reach a great number of people. Mass media can have four main roles in supporting alteration in health behaviour as it can work as a method to introduce new ideas, support or strengthen the old messages or sustain the change, promoter to catch the attention to prevailing programs, and an addition to community based interventions to promote health (Owen et alia 1995, p. 247). Mass media is one source of socialisation and it has the advantage of cheapness and accessibility (Perse 2001, p. 164). Web-based interventions have potential as the accessibility nowadays is high but the effects on permanent physical activity have been low as the results mainly have been short term (Bauman & Chau 2009, p. 206).

Reality television has increased role in socio-political context as the lifestyle programs in which the professionals guide on air people to correct ways of nutrition, appearance et cetera, have gained success (Oullette & Murray 2009, p. 9). Popular factual television programmes are finding new status as "social work television" in which behaviour modification is main role and moral failure can be located in many areas of life and the lifestyle ideas are seen unquestionable and universal ideas in order to benefit the national health (Wood & Skeggs, 2008, p. 189). These possibilities that media possess has to be benefited effectively and therefore the further study in this field is needed.

### 3.4.2 Entertainment or Health Promotion?

The ultimate purpose of popular factual television in Western postmodern society is to produce entertainment that is consumed by the spectators. Talk shows, physical activity and leisure programming often success well within the international broadcasting market as the formats are sold worldwide (Hill 2005, p. 21). The function of physical activity and health related reality programming might therefore be seen as stronger than the lifestyle programs regarding gardening or renovating the house.

Popular factual television possesses strong emphasis on entertainment but as a secondary function it also has strong role in distributing information (Hill 2005, p. 80). However, it must be remembered at least in Finland that the field of television is still divided into commercial and non-commercial distributors. The opposition of non-commercial and commercial is shown in many aspects when producing immaterial pieces of performance (Bourdieu 1993, p. 82). It may be assumed that the purposes of non-commercial producer are more deeply connected the concern of national health rather than producing consumable entertainment.

Even if some reality programs are considered to be informative and therefore beneficial, the stigma that these programs are bad is very strong and the programs hardly ever are taken seriously (Hill 2005, p. 85). This causes obstacle to conquer especially for producers who consider the popular factual television as a channel to promote for example the healthier values of the life.

The prominent element is the interaction between participants and viewers. Popular entertainment programmes very often includes interaction between participants and viewers for example participation in judging the competitors. However, the interaction may be also in the form of self-reflecting and adapting own behaviour according to the suggested mode in the program. When people are viewing reality programs they are not only considering it as entertainment but they also critically reflect participants' behaviour and attitudes. Reality programming shows the drama and excitement of sport television, bringing up characters and personalities. Many often people feel that there is someone real person in the same situation as they may be in their personal life. (Hill 2005, p. 9-22.)

The competition among the reality television is really tough as all the channels are full of new stories to consume. The producers goal is to attract people in order to make them consume the product they have created and to be better than the competitors (Bourdieu 1993, p. 82-84). This evidently places huge requirements for the content of the programs and effects on the content. On the other hand, in reality television a person's social worth is measured with self-manage and social coping becomes a test of person's individual capacity (Wood & Skeggs, 2008, p. 190). These people who conquer their personal goal in the view of other peoples become the examples of the modern values and the goals for other people to reach.

All in all, health related reality programs are considered to be rather informative than entertaining more often than normal game shows because they offer the viewers the possibility to store information and ideas for later use (Hill 2005, p. 107) The idea of health and physical activity promoting programs very often is that they offer ordinary people ideas and information about healthier habits in everyday life. The more informative and the closer to people's everyday life the reality program is, the more people are considered to learn and adjust from the shows to their own life (Hill 2005, p. 89).

When people are able to combine reality television to what they already know, it brings up certain kind of "investment of self" that other media cannot easily generate (Hill 2005, p. 89). There might be the potential of reality programming in health promoting programs, although the content makes always the program worth of watching. As far as I am concerned, the entertainment is in essential role in media but if the media can be used as tool of promoting values that effect on national health, why not to utilise it. Even if most people consider reality programming rather entertaining, the information still has emphasis on these programs (Hill 2005, p. 82).

### 3.4.3 What Kind of Campaign Truly Effects?

The difficult question is what kind of campaign really has some kind of effects on the values and behaviour. It is stated that media modifies our attitudes and perceptions and even already 1920's mass media was seen to give the basis of our view from world (Perse 2001, p. 3). People also tend to think that media is the tool to put through new ideas and even promote themselves, for example, through reality television shows.

There is common belief accepted that media has some impact on various aspects of social life and structure (Perse 2001, p. 6). It is worth to ask how the effect is reinforced?

The length of the mass media campaign definitely has one of the biggest effects on result. Media effect may be long or short term and the essential question is how long they are expected to last (Perse 2001, p. 21). The longer the campaign is, the better influences it will have (Owen et alia 1995, p. 248). Short-term media campaigns are designed to manipulate attitudes and community norms in the hope that campaigns will automatically also influence into physical activity (Bauman & Chau 2009, p. 196). Campaigns are concentrating on particular subgroups and give the impression that being more physically active is an accessible and enjoyable option (Owen et alia 1995, p. 248). The effect of media may be observed also in the individual level and societal level (Perse 2001, p. 18). It is important to think whether the perspective in the campaigns should therefore be focused on the accessibility and making things easy, instead of encouraging people only to be physically active.

Campaigns that use only the methods of media hardly ever have impact on their own and that is the reason why the different elements in the campaign are needed. Mass-media campaigns are more likely to work in accordance with other strategies and environmental and policy supports for physical activity because the expectations that communication alone can change behaviour are unrealistic (Bauman & Chau 2009, p. 201). The awareness of the campaigns has used to be high but actual changes in increasing physical activity cannot be shown (Owen et alia 1995, p. 247). As always in the society that provides millions of opportunities and options, the challenge of the campaigns is to maintain the physical activity after the campaign (Bauman & Chau 2009, p. 207). Therefore, social media can be the new channel to maintain the activity and support from the other members can be one of the key issues. Nowadays, as the media has changed one of the obstacles you have to conquer is the fact that the campaign must interact with people (Breakenridge 2008, p. 13). That is also the advantage that the social media provides.

It is certain that even if the media has some effect on society, it does not necessarily conduct to the fact that media content leads to effect (Perse 2001, p. 10). For example, the everyday increasing popular factual television has many challenges. The learning of

potential users through reality programming is not that obvious as it is so strictly criticised by the viewer's themselves (Hill 2005, p. 98-99). Even if the scholars believe that human action is driven by logical sense, the media research has shown that although media is informative and the content is effective, it has less influence on attitude formation and motivation to act (Perse 2001, p. 17). As Perse (2001, p. 29-33) further explains, direct effects model questions people's ability to criticise medias messages and the researches even show that the closer the content is to reality, the more people accept the message the content possess.

Even though the content of the programs was at the same time informative but entertaining and probably having some effects on the society, there is still the most essential part to remember. People have freedom to choose what they watch and which media channels they use (Perse 2001, p. 15). There we come back to the question of consuming and attracting the consumers.

#### 4 ENCHANTMENT IN ATTENDING PUBLIC CHALLENGES

This chapter will examine the interest and reasons in attending media related physical activity and health campaigns. There might be many causes in attending reality television shows or other game shows in which people open their private life to all the others. In the research, the concentration is focused on following topics that also were able to identify from the empirical material the Dynamic Duo campaign provided.

People in their lives have goals towards they are reaching. The goals drive people through their life and also give meaning to everyday actions. Chikszentmihalyi (2005) has created the theory of flow society. As he believes, the best moments in people's lives tend to be when one has gone to the ultimate point to reach something difficult and valuable in one's life – finding the joy. Therefore, the most common answer indicates that people want to achieve something and also be as model citizens of the society. (Chikszentmihalyi 2005, p. 18)

Why people have targets? Is there some kind of common belief how everybody should look like? The ideals how to act and behave create social norms we are trying to accomplish. Cultures create norms and develop goals in order to offer people the possibilities to achieve something (Chikszentmihalyi 2005, p. 125). Almost all people have the target to be thinner and healthier. Why is that? Because we have got some idea for example through media how the ideal body should look like.

People may have targets but they are not able for some reason to achieve them. The social pressure and observation the media brings, for example, into exercising, may function as leading force for people to participate. In the research both media and the Dynamic Duo pair represented the idea of social control and therefore this factor has been taken into closer observation.

On one hand, participating in a media related physical activity campaign creates social control but on the other hand it helps people to gain social capital. In the previous chapter I discussed about the Western consumer society in which people brand themselves and became consumed commodities, attending in reality game shows

enables individuals to use media as a tool to commercialise themselves and attain something valuable through the branded self.

#### **4.1 Joy, Oh Joy!**

Joy was the most prominent element in the personal stories of the pairs. All the participants mentioned directly the word joy in their stories when they were telling about their experiences in the project.

*“We had no idea how much joy we would experience”, pair of woman 51 years and man 54 years.*

*“I have found the joy of exercising again!” Man, 50 years.*

Therefore, one of the themes is finding the joy of exercising. What is the reason that makes us feel joy or happiness about something? The participants were either “seeking the joy” through the program or they explained how they had had “fun” and how the “joy of exercising is now part of their everyday life”. Chikszentmihalyi (2005, p. 21) explains that people are not happy when one becomes rich or thin, instead if one feels happy about one’s life. Happiness also includes various elements that I am going to reflect on the view of the findings.

First of all, in order to find joy, people need to have goals and meaning in their life (Chikszentmihalyi 2005, p. 300-301, p. 309-310). This probably explains a lot why the participants had the feeling of joy so strongly present. They all had set some kind of personal goal for themselves to reach even though the project was competitive. What would be simpler way to find challenges than to get in competition.

*“You may experience the joy of exercising even though you cannot compete with professionals. It feels best, when you notice that you have learned something, maybe even better than the others.” ... “The exertion of physical activity has increased and it has been joyful to see the results.” Pair of men, 44 years.*

However, if the only goal is to win the opponent or the competition, the joy most likely will be gone very soon (Chikszentmihalyi 2005, p. 84). One of the participants explains that usually she has set such high goals for herself that it has been impossible to reach them or that she has tried to achieve a lot in a short period of time. Now she tells that

the competition is not the primary issue anymore, instead her own health is now the main focus. Therefore, instead of reaching goals in the future, people should learn to find the joy and prize that is in the moment they are living (Chikszentmihalyi 2005, p. 41).

*“We do not have to exercise grimly if we do not want and we do not have to be best in something. Exercising is fun way to be together.” Pair of women, 35 years and 38 years.*

Exercising is an easy way to experience joy as everybody has the possibility to set individual goals. When you succeed in small steps, it is easier to reach towards bigger ones. Optimal moments grow the feeling of control and by the time it takes people towards happiness (Chikszentmihalyi 2005, p. 18-19).

In this project the participants were introduced different styles of exercising. Other participants liked skiing and other stretching or Nordic walking. Optimal experience depends on one's ability to control consciousness, everyone needs to find their own way to reach the optional experience and flow by their own means (Chikszentmihalyi 2005, p. 21). Therefore, I think it was important to let the responsibility for exercising the participants themselves as they had possibility to create their own kind of selection of sport they found pleasant.

*“I found new methods of exercising and it did not feel like compulsory but instead fun and joyful.” Woman, 50 years.*

The goal does not have an effect if it is not taken seriously and every goal needs some action that it will have meaning (Chikszentmihalyi 2005, p. 320). The participants were able to get the feeling of control when they carried through the instruction that they gained from the tests in the beginning of the program and as they were able to be more physically active than before.

Participants also told that the joy and good feeling they have gained also affected their mental well-being. Therefore, in order to create joy, all the physical elements also have to include also the mental side (Chikszentmihalyi 2005, p. 176). Only the physical experience hardly ever gives us anything, instead the pleasure we feel afterwards is the main factor of getting the experience of good feeling.

*“The physical activity has increased endurance and the mental well-being has got better.” Woman, 47 years.*

*“The feeling of mental well-being is a result of daily exercising.” Pair of man 27 years and woman 27 years.*

*“In addition to physical activity, the mind is clearer and the household is clean and tidy.” Woman 54 years.*

The body is the source of feeling of pleasure, health and well-being (Giddens 1991, p. 99). Exercising includes two sides because on one hand, people achieve physical well-being and on the other hand the mental self-confidence creates even more personal experiences (Chikszentmihalyi 2005, p. 176). The feeling of control creates most of the joy that the exercise provides and that effects on the mental side very strongly inspiring people to continue physical activeness.

Chikszentmihalyi (2005, p. 74) explains that there are two ways to make our life better: to change the outer circumstances or to change our own way to experience those circumstances that they would fit better to our goals. One of the targets of the campaign was to make people experience the physical activeness as a part of their daily routines. That indicates that people would consider the obstacles that prevent them from exercising lower and notice that if their goal is to live healthier the everyday life can be adjusted in order to support their goals.

*“Now we finally have sport that we can play together.” Pair of woman 44 years and man 48 years.*

Chikszentmihalyi (2005) talks about the feeling of flow that is the state of mind in which people is so concentrated in certain action that everything else seems unimportant. When feeling flow, people may forget all the uncomfortable things in their life. When the state of flow is reached, people experiences joy even in everyday routine situations. Attention may be freely directed towards goals because there is no confusion or threat to fix or protect, creating experience that gives the feeling of flow.

*“The body wants to feel the sweat, heat, and the joy of endurance and the pain of the last speeding up... the pulse is high and the feeling is enjoyable after running.” Woman 34 years.*

The feeling of flow gives people the motivation to continue towards their goal. Reality programs very often are competitions and that may indicate their popularity as people often adjust their lives according to different goals that give their satisfaction. (Chikszentmihalyi 2005, p. 19, 70, 94.)

There are certain features that should exist in order to experience the feeling of joy, and eventually the flow. Important factor in flow feeling is the immediate feedback and the message that the goal is reached (Chikszentmihalyi 2005, p. 89-93). The participants explain that it was inspiring to notice that the results were better in the muscular tests in the end of the exercise period – they got immediate feedback after the training period how they had succeeded.

*“It was great to notice that your endurance actually got better as you were able to do thing that you were too tired to do before.” Woman 34 years.*

However, joy contains different elements that consist of eight factors: accomplishment, focus, goals, feedback, deep concentration, control, self-consciousness, and concept of time (Chikszentmihalyi 2005, p. 82).

For many of the participants the physical activity was not part of their life and they explained that exercising is not that pleasant. Many functions that create joy are not natural, instead effort that people are not naturally willing to do is needed and as people get feedback of their effort, the action becomes rewarding. The participants brought up the positive experiences how they felt lighter and also the physical changes were noticeable on some participants. Also the support and attention that they experienced to get increased the feeling of happiness. Therefore, the feedback had essential role in experiencing the feeling of joy of exercising. In flow people have the feeling that they have the control in situation. Therefore, when normal physical action happens in social situation that focuses on goal and requires skills, it becomes action of flow. (Chikszentmihalyi 2005, p. 96-98, 109, 145.)

#### **4.2 Fat, Sick and Tired**

The participants of the Power Duo project explained that they had various cardiovascular diseases, were overweight and that their overall mood was low also. The Eurobarometer 2010 (p. 29) shows that 61 % of European citizens do physical exercise

in order to improve their health. Since the research that is conducted in 1977 the concern of own health and the physical activity in order to be healthier have increased. Earlier people considered relaxing and nature more important reasons for physical exercise. The concern of own health was only in fourth place in that research (Vuolle et al 1986, p. 160-165). The own health was impulse for many of the Duo's to participate in the campaign.

*"I had the feeling that now I have to do something: I am gaining weight, I am not sleeping well, there is stress – I am not feeling well." Woman, 47 years.*

*"Cardio arrhythmia, high blood pressure, and high sugar values. I had medicines the whole package. Timing of this challenge was brilliant." Man, 54 years.*

*"I have middle age and middle body crisis." Woman, 44 years.*

Foucault (1998, p. 328) states that the care of self has created societal norms regarding people's ability to control their desire of pleasures and denial of them. Therefore, health has become one of the ideals people are trying to achieve in their life. Individualism encourages people to take their personality as a target of action and modifying it in order to achieve the better life. Also the participants had the target and idea they were reaching as they made the decision to take part in the Power Duo project.

According to Eurobarometer 2010 (p. 31) 41 % of Finns tell that controlling one's weight is motivating factor for physical exercise. The participants also paid attention in the alterations of the physical health and many of the told about the loss of weight and abandon of medicines. The care of self in brief states the ability of living the life in which the main idea is the care of self (Foucault 1998, p. 309-310).

*"Blood pressure/pulse in rest/ weight has gone lower, there are new holes in the belt to keep the trousers up, also the mental well-being has increased." Man 44 years.*

*"I have lost weight 12 kilos." Man, 50 years.*

*"I lost weight over 10 kilos in two and half months." Woman, 34 years.*

The possibilities of enhancing the sense of care about physical health are increasing. Care of self has become an attitude and a way of living creating society's conducts that has increased communication, relationships and exchange (Foucault 1998, p. 311). The media has been charged to announce the positive attitude towards physical well-being. Foucault (1998) has observed society and its functions focusing on the moral aspects and, for example, diet already in the centuries ago represented the life style. According to the diet, it is easy to draw moral rules how people should behave and adapt. Obeying certain diet does not mean bunch of advices of avoiding illness, instead it is a way to build self as a subject who is responsible of the body and taking care of its health on morally accurate way. (Foucault 1998, p. 180-185.)

The care of self cannot be taken for granted. In order to wake up the moral care of self it demands that people are in the state in which their body is not that fit and capable anymore and probably suffering illnesses (Foucault 1998, p. 320-321). That also indicates the feelings of the people participating in the Power Duo project, as the all the participant named their health issues to be one of the reasons for participation. On the other hand, the concern of national health lies also on the other side of the coin. The organisers of the campaigns have naturally worried about people's well-being and endurance.

### **4.3 Under Surveillance**

In the project the participant named the physical factors one of the most important reason to participate in the project. On the other hand, the lack of motivation was also told to be the reason to participate. The participants felt that this public challenge would motivate them.

*“Attending the project guaranteed us the final motivation.” Pair of woman and man 27 years.*

However, already in the 1600's body was considered as a tool but also as an object of power (Foucault 2005, p. 186). The participants believed that when they had someone to observe them, they would succeed better in their mission. Also the element of competition brought the motivation for many of them. Therefore, as Foucault (2005, p. 188-189) states, discipline tries to model the body in order to be more economic and

beneficial but also aims to increase self-discipline. People felt that certain control would increase their self-discipline and give them better chances to complete their dreams. Since 1700's "normal" has created one standard to reach in society and actually "normal" categorises, evaluates, and rank the people in society (Foucault 2005, p. 250-251). Many of the competitors wanted to be in the shape they sometimes had been or look normal.

Why do people need this outside force to increase their level of motivation? People are facing rules and discipline in many phases of their life starting from the school system and continuing in work places (Foucault 2005, p. 189-190). Therefore, it may be considered that people are learned to create the motivation from outer contexts and at some level are dependent on control.

*"We proved the suspicions of our colleagues wrong, as our physical condition increased a lot in two and half months." Pair of women 40 years.*

Foucault (2005, p. 220-221) explains that discipline forms the aim of society to be healthier and more physical active ending up to be the competition of individuals in which individuals place in ranking order compared to each other's. Also in this project there were the elements of competition present. Some of the competitors explained that their primary target was not even to win the competition but for more than half of the competitors the finals played important role. The finals was considered very important or important factor in motivating them among 28 % of the participants. Many times the participants told about "the competition" or mentioned the word "competition" in their personal stories. Only 9 % of participants answered that reaching the finals had nothing to do with their motivation during the project.



CHART 1. This chart indicates how the competition in reaching the finals motivated people to participate in this project. N= 57.

*“In a competition you can put your neck out.” Pair of women 40 years.*

*“What if we were the Dynamic Duo” to win the main prize?” Pair of woman and men 27 years.*

*“Competition has brought the extra interest towards exercising.” Pair of men, 44 years.*

In order to create discipline there also has to be means to accomplish it. Therefore, discipline requires some kind of mechanism in which people may be forced by the means of observation (Foucault 2005, p. 232). In this project the tests the competitors took in the beginning and also in the end of the training period in May created the control element by measuring the physical abilities that the competitors had. Placing people in certain ranking order is a part of the discipline system that makes it more effective as the people who are succeeding will be rewarded (Foucault 2005, p. 246-247). Also the participants told that they felt the tests very positive element. The test gave them the starting point for their exercise but on the other hand also gave the information how well they succeeded in enhancing their physical condition.

*“The tests in the beginning and end we important because then you could see what is the starting point and if there is any progress.” Women, 47 years.*

Regarding the importance of social media it also raised the pressure of increasing physical activity created by outsiders.

*“When it publicly promises to move, then it tries more.” Woman 44 years.*

In addition, social media is perceived to give examples of ordinary people's experiences of physical activity and its benefits. On the other hand, the Duos also considered that the essence of inspiration has to come from oneself, not on social pressure. The impact would in that case have a longer duration period. However, the leading idea behind social control comes from our biological needs, as we want to achieve something by acting as somebody else expects (Chikszentmihalyi 2005, p. 38). As the participant from Lahti explains:

*“It was good to notice that you can lose weight when you know you have new weighing coming.” Woman, 61 years.*

However, this may be interpreted that the competitor was losing weight only because it was expected to happen in the spirit of the competition.

When the inspiration comes from you, not from the outer force, the feeling of success and flow as Chikszentmihalyi (2005) explains, will be greater. To find the flow, people have to be able to ignore the social environment and the social pressure. Prizes and punishments should not be the only factor to effect on people's behaviour (Chikszentmihalyi 2005, p. 37). As Foucault (2005) describes, people react on prizes and the ranking order is one of the learned habits we have. Therefore, the most important factor of socialisation is to make people dependent on social control in order to make them react on prizes and punishments (Chikszentmihalyi 2005, p. 38).

The pressure of social control may be sometimes really harsh. In the society of social control, people are always reaching for something that slips away from their availability. If people learn to find the joy from the flow of different experiences and the meaning of it, the burden of social control is away (Chikszentmihalyi 2005, p. 40-41).

*“The time of competitions is over because very often the good start has been ruined by the oversized attempts and goals. Now we aim to be physically active also after couple of years and to take care of ourselves.” Woman, 44 years.*

#### **4.4 Let’s do it Together**

In the project, the pair was also included in exercising. The aim of the project was to spread the enthusiasm for physical exercise, and also to adjust physical activity into people’s daily lives through the encouragement of other people. When combining a friend with an action that you already yourself think is pleasant, the experience very often is even better. With friends people very often tend to be most happy (Chikszentmihalyi 2005, p. 267).

*“With the pair this has been more fun.” Woman, 40 years.*

The feeling of flow may be achieved often with friends. But this also brings a dilemma if you do not set the goal, instead it is given by someone else. An intimate friendship or partnership may be described as a choice that two people make in order to share some kind of lifestyle (Giddens 1991, p. 95).

*“My husband also got interested in exercising and we have many cross country skiing trips together.” Woman, 50 years.*

The pairs participating in the Dynamic Duo project described that their partner has brought the regularity of physical activity, inter alia, that the pair have been agreed with a common weekly time for exercise. In addition, common goals were uniting factors and it was too a shame to refuse when other asked.

*“When the other suggested, I was always ready and looking forward to trying out something new.” Pair of woman 58 years and man 59 years.*

*“We have daily updated our experiences about exercising and the support of the pair has encouraged to be physically active.” Pair of women 24 years and 23 years.*

Some of the Duos felt sense of humour and non-competition as positive factor and at the same time others had playful competition about the amount and regularity of

exercises. Partnership also requires mutual trust between pairs in order to create commitment for the common goal (Giddens 1991, p. 96). Nearly all the respondents pointed out that exercising together is more comfortable than alone. According to Eurobarometer (2010, p. 31) 34 % of Finns consider taking exercise as a way of spending time with friends. Common experiences usually make people bound to each other more tightly (Giddens 1991, p. 97).

*“Energetic and engaging pair, who dragged out of the couch, even in the case of an emergency.” Woman 50 years.*

*“Without making plans, the other might come behind the door to ask the other for jogging and the other had exactly same intention at the same time.” Pair of woman 34 years and man 65 years.*

The pair, in most cases, was from the participants' closest social network. The social network includes the people with whom the person regularly is interacting and connected, such as family, work colleagues, friends, teammates (Cutrona 1996, p. 9). The importance of social networks should not be undermined. The members of social network possess high potential in offering social support (Cutrona 1996, p. 10). Commitment is one of the key factors that are appreciated in relationships of two, because the commitment shows that other has committed to provide emotional support (Giddens 1991, p. 93). As chart 2 shows 53 % of the respondents consider the support of the pair increases their interest in exercising very much.

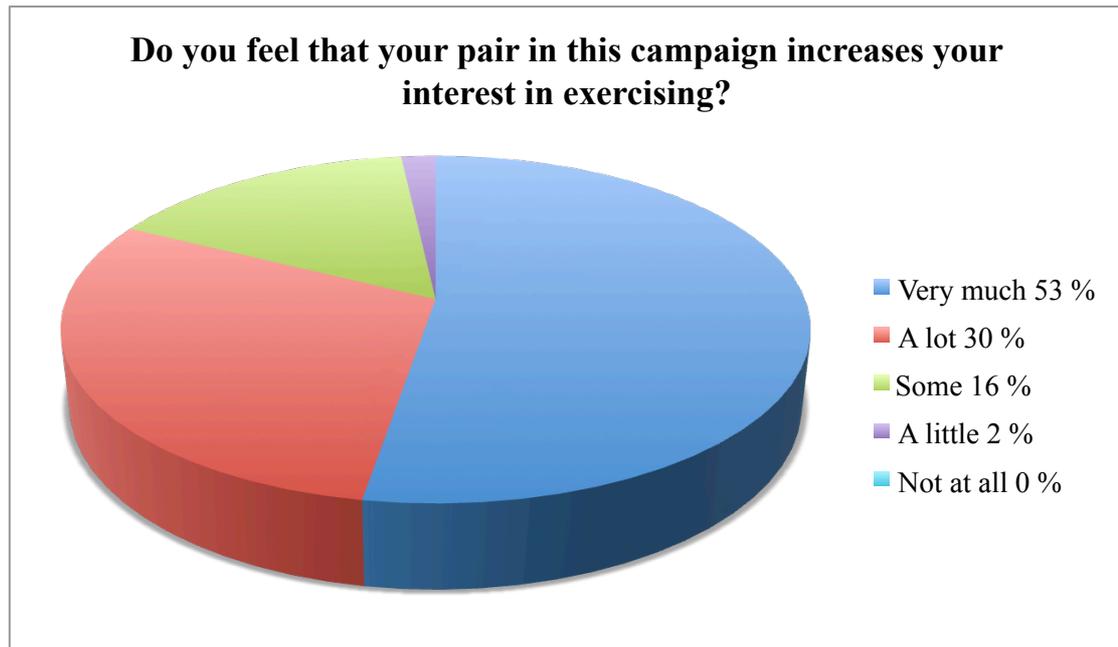


Chart 2. This chart indicates how much the pair was experienced to increase the interest towards physical exercise. N=57.

Many of the participants also told about the extra social support that they had within the family, friends and colleagues.

*“Our colleagues changed the working shifts in order to help us to take part in the weekly exercises.” Pair of women 38 and 35 years.*

The core of social support consists of four aspects. First of all, the emotional aspect in which the love, empathy, or concern is expressed. Secondly, esteem support by believing in other’s abilities and competences and validation of other’s thought and believes. Thirdly, partners informational input as offering information and advices. Finally, tangible assistance, for example, by assisting with tasks. Participation in the project meant many of the pairs that they had to modify their daily routines, sometimes even find the time for exercising. The stress and social support are linked together and it seems that social support has meaning only under conditions of high stress. (Cutrona 1996, p. 4-5.)

*“This project has improved our relationship and that is the biggest victory one can get. After spending 25 years together, we have now learned to exercise together.” Pair of woman 44 years and man 48 years.*

On the other hand, exercising with a pair could also be challenging because of schedules and coordinates.

*"Because we live in different parts of the town common time was difficult to find." Woman 50 years.*

Dynamic Duo pairs from other regions were also seen as an important factor of motivation in the project. Ultimately, the difference between social media and Dynamic Duo pair as an inspiring factor was significant. 95 % of participants had their own pair of decisive importance compared to social media's support.

However, an important role in the project was also social media. People's positive feedback from the radio program, friends, and interest in the Program was seen as an encouraging element of social media. In addition, fans on Facebook and other Dynamic Duo's incentive as well as strangers encouraging created more about "the feeling of doing" to the exercise. Peer support and the possibility to monitoring others seemed to have an important role in social media field.

#### **4.5 Fifteen Minutes of Fame Makes Celebrities?**

Reality programs nowadays base more and more on ordinary people's willingness to live their lives in front of television cameras (Oullette & Murray 2009, p. 9). Usually people appreciate their private life and live happily in their homes without unexpected disturbing. The genre of reality programming has revealed completely new desire for seeking publicity.

As Bourdieu (1985, p. 105) describes, people act in different fields of social life gaining the capital that is most important at the moment. In order to access in certain field of social life, the person needs to possess that capital. The Western contemporary society has increased the amount of social play and activities in that field. In today's society, your personality and what you are, plays important role in life. Due to differentiation people are required to be unique. In self-branding the persons become the product of their imagination (Hearn, 2008, p. 207). The ideals of society give the people guidelines for branding your product in which the body plays important role.

The dream of fame together with the dream of becoming notable, noticed, and coveted commodity is the dream that drives through people in consumer society (Bauman 2007, p. 13). Self-branding is not a new theme as self-improvement books have succeeded in markets for many years before (Hearn, 2008, p. 197). People have had ideals and norms towards they have been reaching already before but the Western contemporary society has confirmed the ideals stronger than ever. Communication capacities have increased the need of investment in image building (Hearn, 2008, p. 198). As a result, people are more conscious about connections that they make through media these days than they used to be before (Breakenridge 2008, p. 124). Media has been taken as a tool of self-branding and being notable. The participants in Dynamic Duo did not brought up their willingness to be public figures that clearly.

*“Friends have eagerly followed the campaign through radio.” Pair of women 51 years and man 54 years.*

*“The interviews were “extra spice” in the project.” Pair of men, 44 years.*

*“We are dupes and we have the attitude that you have to experience as many things as possible in your life.” Women 36 and 38 years.*

All the participants knew that the project is in media and many said, “We knew this was our thing”. It is obvious that some kind of passion to make the personal goal public was motivating the participants during the project and it was exciting to experience the publicity.

The symbolic capital is immaterial credit that under certain condition and in long run benefits its possessor (Bourdieu 1993, p. 75). In the reality based health programs the most important factor is to shape your body towards the society’s ideal. Human body gets the value of being the visible object (Bourdieu 1985, p. 167). People want to benefit from participating also other ways than being healthier. The function of branded self is purely rhetorical: its goal is to produce profit (Hearn 2008, p. 194). The participants of the reality show Big Brother 3/4 in UK were endlessly talking about performance in the media after the show even if it would last only for a day (Hill 2005, p. 38).

In brief, the mentality of Western postmodern society can be summarised: “The desire to watch and be watched can be seen as a part of the endless pursuit of the confirmation of selfhood among the loss of other more certain trajectories: I see/ I am seen, therefore I am.” (Wood & Skeggs, 2008, p. 180).

How is the symbolic capital created? Who really produces the value of the symbolic capital: is the one who performs or the one who is the spectator (Bourdieu 1993, p. 76)? The branded self is the product of constantly flexible society, in which people are always conscious of what is happening around them and ready to adjust the amended requirements (Hearn, 2008, p. 207-208). People are at the same time products, producers and consumers. However, they do not themselves control the means of their own distribution; instead they remain under the control of global flexible capital (Hearn, 2008, p. 208). Hill (2005, p. 87) states that reality television has low cultural capital as it is referred to as mindless entertainment and therefore does not possess big value in cultural market place.

In British society, participating in reality programs has been seen one possibility to climb in the social scale from working class to upper class (Wood & Skeggs, 2008, p. 177). This may clearly be seen as the phenomena of Western postmodern society as many young people wish to be famous and celebrity is considered as profession in today’s society. Bourdieu (1985, p. 89) explains that without different social classes the battle in the social field could not be possible. Different social classes are needed in order to give people to something to reach. Therefore, reality television offers normal people the way to be a notable self or celebrity and the same time offers the mean to achieve a branded persona (Hearn, 2008, p. 202). The effect is tremendous. In UK the overrepresentation of working class in reality television is explained with the willingness to be rich overnight (Wood & Skeggs, 2008, p. 177).

Fame and celebrity status are not the only reasons for participation. Television offers people a tool on one hand to become under surveillance but on the other hand to show example of model citizens to other people (Wood & Skeggs, 2008, p. 178). Probably the participants of the Dynamic Duo project wanted to have media as motivation but also give example to other having similar health concerns as 18 % of the participants considered the importance of radio show “very important” and 42 % “important”. Only 3,5 % answered that the radio show had no meaning for them. Attending in reality

program seems to provide observed life after the show also which makes the celebrification of normal people to shock the ordinary rules of becoming starts in media (Oullette & Murray 2009, p. 11).

The chart 3 describes how the participants felt that the radio show increased their motivation in the project and how important they over all felt the presence of the element of media.

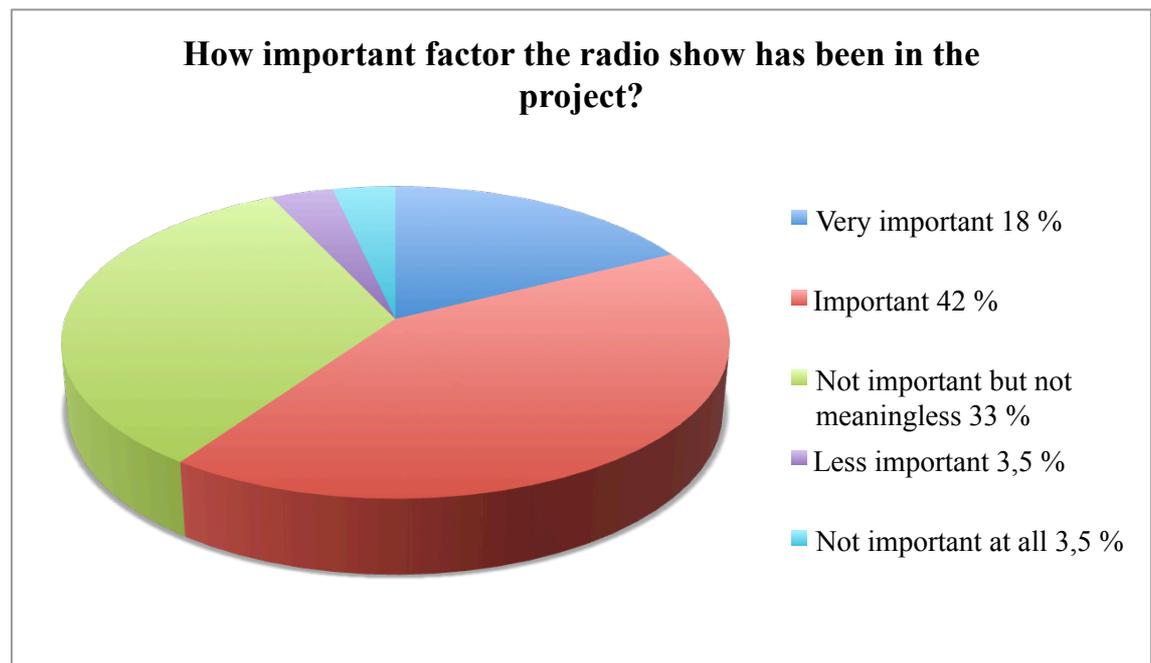


Chart 3. This chart indicates how much the participants valued the radio show in this project. N=57.

Popular factual television offers the way to gain attention and success on the more general market of social status (Hearn, 2008, p. 203). The will to be public figures has increased in postmodern society and some people think it is important to be someone. The television culture that reality television has brought opens the doors to everybody to attend and have their “fifteen minutes of fame”. The ability to be strong is the character the people admire in others and that is one of the most important ability in order to success and even in finding the joy of it (Chikszentmihalyi 2005, p. 47). For example, social capital indicates what kinds of relationships people have and how well people know the rules of behaviour (Bourdieu 1985, p. 12). Participation in reality programs has been even seen almost as compulsory act as we want to be good citizens and as

reward of participation the individual has gained the protection from both inner and outer threats (Oullette & Murray 2009, p. 9).

The feeling of joy and spreading it relates also the publicity. As a result of flow people become more complex. On one hand, they differentiate from other people as they have reached something more than others and that way become something special. The desire of showing own achievements and being the model for others lowers the border of being in publicity. On the other hand, flow integrates people as intentions, thoughts and meanings focus on same goal and therefore brings one closer to outer world. Only if one spends as much psychic energy both differentiation and integration one may function as complex unit. (Chikszentmihalyi 2005, p. 71-73.)

Physical activity has been one tool in classifying people in different social categories (Bourdieu 1985, p. 159). Physical activity and health related programs are targeted people from all social classes. The branded self is a working entity that functions and same time reveals the values of its working environment (Hearn, 2008, p. 197). As people compete in the labour market, the more interesting you make yourself as a person the better possibilities you have to succeed in a competition. However, in reality television the personal branding does not require any personal skills, but instead surviving in normal every day situation creates the value of the person (Hearn, 2008, p. 203-204). By showing the personal strength, for example, in changing your habits into healthier ones, grants you the publicity and probably offers you possibilities to work as a role model in the future.

## **5 REASONS FOR ORGANISING PUBLIC CAMPAIGNS**

It is obvious that the producers of the campaigns must stay aware of the constantly modifying media sphere and stay attuned to the times. It is not enough anymore to advert healthy lifestyle, instead much more is required in order to attract people. The social media, as well as popular factual television hold various possibilities to catch the attention of ordinary people and most often also offer the opportunities to reflect and adapt the behaviour. Though the obstacle in the social media field is the large number of supply that causes the problem of attractiveness and distinctiveness. Also the critical thinking that people have learned makes it challenging to produce material in different media channels.

Nevertheless, the ultimate reason for organising the media related campaigns could be connected to promoting values and norms. The care of people and society's health constitutes the basic motives to organise these kinds of campaigns or reality programs. Very often there are behind the campaigns the sport federations as was the case in the Dynamic Duo project. On the other hand, the reasons may be purely commercial, as it very often happens to be in reality game shows produced by the profit seeking television companies.

### **5.1 Staying Attuned with the Postmodern Media**

The altered media culture will bring challenges to producers and organisers. One of the essential points also in the field of increasing physical activity is, how fast the organisations react on the new phenomena. Reality television has been widely used for the purposes of modifying people attitudes and perceptions. Also this campaign possessed the element of reality as the radio programmes followed the participants exercising. However, the reality element should not always be considered as a positive factor. The more people think reality based program is acted, the less real people consider it to be (Hill 2005, p. 176). Therefore, programs that have strict manuscripts do not have the same value as programs that have genuine personalities and situations. In my opinion Dynamic Duos reality value was rather high as the participants were normal

people and the program was delivered through radio through which the visual contact was not possible to make directly.

There might be also other threats in the increased amount of reality in the media. Audiences watch reality television with critical eye and that may also led the situation that the criticism toward media will increase (Hill 2005, p. 173). Therefore, reality programming may end up with inflation and the potential power as modifying attitudes may diminish. The producers should remember in developing their concepts that audiences value the truthfulness also in reality programming (Hill 2005, p. 175). As the reality in media, at least for Finnish people, is rather new concept, the dedication for reality still may require some time to adjust. Reality television requires new level of cultural participation from television viewers (Oullette & Murray 2009, p. 8).

However, the element of reality is only one factor in the requirements of altered media culture but one of the important parts is the interaction with the audience. Since the technology has developed, media is now combination of television, the Internet and mobile devices that are used in marketing, promotion, “mass customisation” and delivery of all broadcast and cable television (Oullette & Murray 2009, p. 2). The campaign was planned to attract people as widely as possible in different media channels. The Dynamic Duo project was planned to satisfy this need by offering the channels in social media environments. According to participants, only 36 % of the participants felt that the social media channels had very much or a lot of influence in exercising.

*“Each project during the theme year 2010 had its own distinctive television, radio and internet content, social-media content, and events and especially the social element of the project was included in each project.” (Ruuskanen-Himma 2011, p. 32.)*

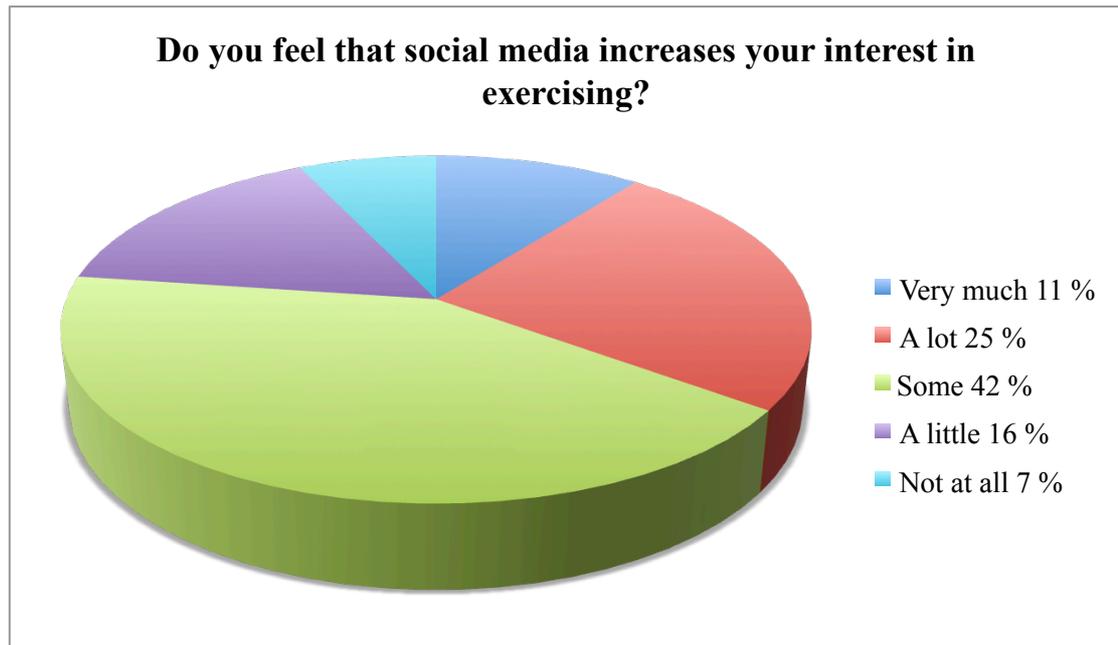


Chart 4. The importance of social media channels in enhancing physical activity. N=57.

Social media has become an important tool in reaching people and advertisers have noticed that. People are tired of advertisements these days and word of mouth is becoming more efficient ways of promoting your products and services (Breakenridge 2008, p. 125). Therefore, the social media as a channel of advertising, is effective but the old methods of advertising may not apply anymore. The social media concept will be stronger all the time and the biggest focus on it is shifting the power from companies to ordinary people enhancing the consumer power (Breakenridge 2008, p. 132). How to stand out in the media field today from others, as the multiple choices are in use and the competition in social media is hard, is the crucial problem. Nowadays social media does not look for consumers that much, instead the active people who spread material in social networks are more needed in order to make the idea to awareness of other people too (Breakenridge 2008, p. 137).

## 5.2 Care of Society and People's Health

The previous chapter I explored the reasons to participate in media related physical activity campaigns and brought up the care of self and personal health that is the norm the society has created as Foucault (1998) explains. An ethics of care justifies ethical reasoning to promote the way of life that bases on moral values of care and rights (Hill

2005, p. 113). The same kind of concern lies also on the organisers' side. Eila Ruuskanen-Himma (2011, 31-32) describes the scissor theory in which the over-nourished society began to develop in Finland in 1950's as the physical work reduced and the material wealth increased.

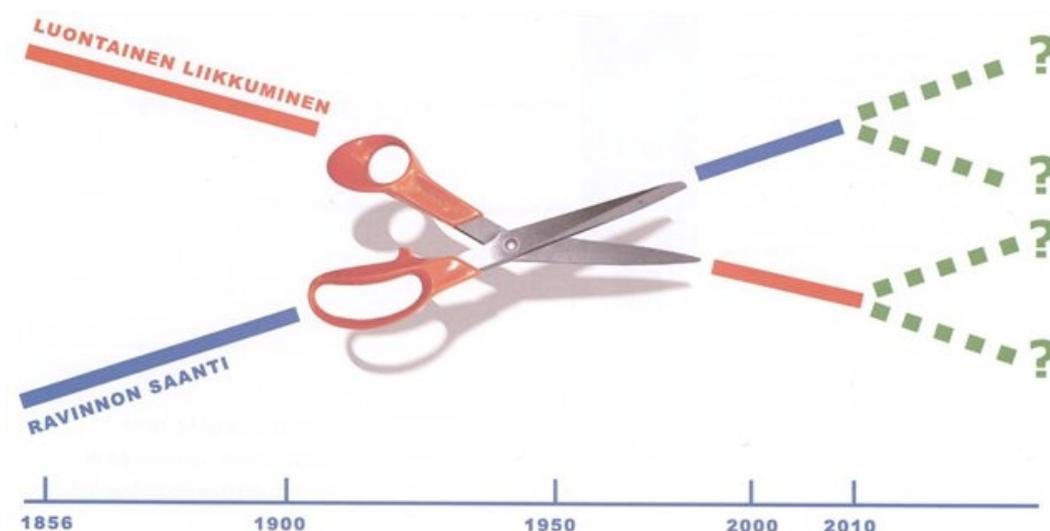


Figure 2. The Scissor Theory. In 1950's the amount of physical activity in natural surroundings decreased and the amount of food people ate remained the same or ever increased. The red line indicates the amount of exercising and the blue line indicates nutrition. The green dashed line indicates the possibility that the sense of community has in making exercising part of daily habits. (Liikunnan ja Urheilun maailma 2011. Special edition for Desing Forum of Sport, Ruuskanen-Himma 2011.)

Especially in Finland the concern of society is very often considered as a national mission. The reality programs include a two-way message as they suggest how to care of self and how to care others (Hill 2005, p. 123). Also the target of this project and programs was to make yourself more physically active but also spread the idea among your natural surroundings, for example in people's work place, as well as with friends and family. Furthermore, the content of health-based reality programming very often consists the idea how other people care about individuals in compassionate and responsible way (Hill 2005, p. 123). The Eurobarometer 2010 shows that if people are living alone, they have a bigger risk to be inactive but also if there is not regular physical activity it decreases with the age (Eurobarometer 2010, p. 17).

*“The co-operation between YLE and FSF springs from the concept that large-scale concerted action can transform the cycle of immobility that is eroding the activeness and health of the nation’s people into increasing physical movement in day-to-day life.”* (Ruuskanen-Himma 2011, p. 32.)

Hill (2005, p. 108) states that in reality based programs that concern health and well-being, the ethical aspect of how we should live our lives and how other people live are essential issues and are discussed with the audience. New media channels provide the discussion even better surroundings and also in this campaign the interaction was taken into consideration, as the social media was strongly involved in the project. Lifestyle and health based reality programs give the audience a chance to learn about ethics of care from the program but also adapt what they learned to real life (Hill 2005, p. 132).

However, Ruuskanen-Himma believes that the socioeconomic status does not necessarily correlate with the lack of exercise (Ruuskanen-Himma, 2011, p. 31). Therefore the potential effect is not restricted into one social group. On the other hand, the Eurobarometer 2010 shows that there are strong differences especially with the regularity of physical activity among the socio-demographic groups.

The project Dynamic Duo was a joint project together with Finnish Sport Federation and YLE. The aim of the project was to make people who do not move enough to have exercising as a part of their daily routines. According the preliminary research of FSF and YLE, people were categorised in three groups. The red-light people do not exercise at all, amber-light people who exercise but not enough for being physically in good shape and green-light people who are already exercising a good amount. Each group includes approximately one third of Finnish people (Ruuskanen-Himma 2011, p. 32).

The target group of the project were the amber light potentials because they already had some kind of personal interest into physical exercise but for some reason obstacles to conquer. Reality program viewers often relate to the stories the programs have about ordinary people and their own understanding about ethics of care increases through the program (Hill 2005, p. 133). Therefore, the project’s target was to encourage people to see the physical exercise as a part of their daily routines as the other people have.

Eurobarometer 2010 (p. 19) reveals that most of the activity takes place in informal settings as 48 % of the respondents tell that they do sport or physical exercise in parks or other outdoor environments or 31 % simply on the journey to and from work, school and shops. Furthermore, 55 % of Finns tell that they are physically active at least four times a week and only 2 % tell that are never physically active (Liikuntatutkimus 2009-2010, p. 6). However, the research in the light of new recommendations about physical activeness, show that 56 % of Finns do not exercise enough that it would positively effect their health (Liikuntatutkimus 2009-2010, p. 11).

Table 2. The amount of physical exercise among 19 to 65 years old (%). (Liikuntatutkimus 2009-2010, p. 6.)

	2001-2002 (%)	2005-2006 (%)	2009-2010 (%)
At least 4 times a week	46	49	55
2-3 times a week	38	37	35
Seldomly	12	11	8
Never	4	3	2
Cannot tell	1	-	-

The media can be one way to modify the public opinion towards to goal the campaign possess because people tend to want to hold correct attitudes as they think it will help them to function in their daily lives (Perse 2001, p. 85). However, this idea has been in use before. Already in early days of reality television, its goal has been to teach responsible citizenship (McCarthy 2009, p. 27). Still there is lot of work to do in modifying people's behaviour because there are multiple reasons that prevent people from being physically active. According to Eurobarometer 2010, 45 % of people complain that they do not have time to do exercising. An accurate question is what do people have time to do? Is this also the question of motivation or are there so many more important things to do than take care of your health and physical well being?

The alteration of opinions and attitudes was not the only goals that the campaign had.

*“The shared objective for the teamwork and the projects was to find new techniques to increase a sense of community and also to activate the people to be physically active from the standpoint of their well-being.” (Ruuskanen-Himma, 2011, p. 31.)*

The challenge in today's society is that the declaration of physical well-being may not have such a strong value in people's attitudes anymore. The Eurobarometer (2010, p. 33) reveals that improving one's health is a very important motivating factor among people who play sport regularly.

*“Physical activity can cure but it should not have the taste of medicine.”  
(Ruuskanen-Himma 2011, p. 32.)*

### **5.3 The Design Thinking of Sport in Contemporary Society**

The features of contemporary Western society and the changes in the field of media have been in close observation earlier. There obviously are possibilities to promote the values that are considered to be important for the societal point of view.

*“FSF and YLE decided to join the forces in order to create the physical design as a way of life in the way that human needs, aesthetic values and practicality are taken into consideration everywhere”. (Ruuskanen-Himma 2011, p. 31.)*

This indicates that also the promoters have to keep in the phase of contemporary society and old tricks do not have an effect anymore. Design thinking is the combination of creativity and testing, in which the focus is on human being and the attention is paid in interaction with users (Eila Ruuskanen-Himma, 2011, p. 31). Therefore, the new media channels especially were utilised as effective as possible.

The key element in contemporary society is to market your ideas to the users and that might be really challenging. Therefore, one of the goals for different kinds of marketing campaigns is to make someone else to talk about them and the benefits they possess in order to make people aware of your brand (Breakenridge 2008, p. 13). Experiences that have always been in the centre of entertainment, have also become an economic offering (Pine & Gilmore 1999, p. 2).

“We see social networking as a great coordinating technology that can help people organise themselves into geographically based mutual aid communities where all types of resources are shared, where the value and pleasure of social interactions is radically increased, where a culture of democracy and civic engagement can thrive, where people can better enjoy and enhance the natural human splendour of their local communities,

and where social architecture of sustainability can show itself". (Breakenridge 2008, p. 140).

Therefore the media has to change as well. Traditionally, media has been inattentive that reduces the effect of it (Perse 2001, p. 11). It is well known that people who are willing to express their opinions have now whole new possibility in the field of social media. If you success to please the heavy users of interactive media, you have better possibilities to make your targets more visible. Social relationships and the messages of media that are passed through them are essential in today's society as the opinion leaders share their experience with people (Perse 2001, p. 37).

All in all, the possibilities that new media channels possess are large, even though the problem will be how to promote the values and ideas the campaigns represent.

*"If the projects truly want to effect on peoples' motivation and habits, exercising should be introduced as enriching element of person's daily routine." (Eila Ruuskanen-Himma 2011, p. 32.)*

After autumn 2005 people's interest towards physical activity in their spare time had declined. On the other hand, Toynbee (2008, p. 270) argues that media producers have relatively little power over audiences and therefore persuading people through media is not effective. Therefore, the future challenge may be how much energy and effort should be invested in media related physical activity campaigns in order to enhance people's physical activity.

Even if reality programming nowadays is considered to be nonsense people are still watching the shows and attending them eagerly. The attractiveness creates the producers possibilities. People attending reality programs offer free labour for producers to create images and modify people's behaviour (Hearn 2008, p. 203). Only the imagination will be the border what in the field of reality television and social will offer in the future and how the design thinking will be utilised.

The media also offers the possibility to create experiences in order to attract people in the competitive world. Experiences are a way to engage people to use certain cervices or buy the products. Therefore, the reality programmes have great potential in engaging people's attention because these programs share experiences. It almost feels like

experiences are the gasoline of the Western contemporary society. One advantage the experiences also possess is their immediate influences in consumption of goods and services. If the experience is positive, the consumer will most probably also spend the money and time on it. In brief, today's society companies want to differentiate by offering certain experiences. Benefitting the consumption of experiences most probably offers the greatest possibilities. (Pine & Gilmore 1999, p. 1-25.)

## 6 CONCLUSIONS

The focus of this study was to research what the potential of media is in enhancing people's physical activity. It is important to understand how the Western society and media have developed in postmodern era in order to find the possibilities it possess but also to avoid the problems. In media there are always many participants representing different actors. People who consume media, people who are visible in media and of course the producers of media. It was interesting to research, what is valued of media in today's Finnish society, why people are willing to participate in media related programs but also on the other hand why the producers and organisation want to have physical activity and health related programs in media and how they utilise the possibilities of contemporary media.

The remarks of Finnish contemporary society indicate that we live in a fast and interactive society in which people are concentrated on consuming different things as much as possible. Consumption does not anymore include only commodities. Experiences and people have become important targets of consumption. The new phenomenon is that people are willing to brand themselves in order to become consumable units.

The consumption is generated through media, which has even greater effect nowadays as the channels of media have increased. The media field has gone through alteration as the Internet has developed and different kind of social forums have become more and more popular offering people place to communicate and share experiences and opinions. Interaction is offered in different formats of television shows, as having fresh and current opinions is essential element of the show. Facebook chats and Twitter, for example, tend to be part of every reality show and even the president election was strongly present in social media.

It is sure that the society possesses different kinds of values about health and body, the amount of physical activity and nutrition. The power of media in altering and adapting peoples values and society's ideals is confessed but the effect of the power still varies a lot depending the content of the media. Health and physical activity related programs tend to hold more power in enhancing people attitudes but the actual effect still may be

non-existing. The main idea behind the media related physical activity campaigns is to wake up people and give the possibility to identify the participants.

In brief, the fever of consumerism is strongly present in Finnish postmodern society and the media strongly benefits and increases consumerism. Media in some respect has an influence in delivering society's ideal through different channels but the direct impact to enhancing physical activities still does not have that great potential. Media also offers a distorted picture of physical activity and health related programs such as Biggest Loser in which weight loss of tens of kilos in short period is something that is not even recommended to do. There is no shortcut as the media very often gives the image. On the other hand, the peer support different forums in the Internet provide may help and encourage people.

Experience of flow becomes from using skills and abilities and therefore passive entertainment hardly ever creates the feeling of flow. Therefore, it is also necessary to take into consideration do the reality programs really have potential to wake up people and what is the best possible way to develop and utilise them. People tell that concentration, the use of their abilities, the clearness of their thoughts, and the feel of power is lowest when they watch television (Chikszentmihalyi 2005, p. 55). If people are most passive when they are watching television, can reality television programs really promote feelings of flow or are they just motivating factor for people to create their own goal for example towards healthier live or losing weight.

The interesting phenomena relating to health related reality programs, and overall all the reality programs, is willingness to participate in reality programmes. In the research the key finding was that people wanted to find or that they found the joy of physical activity. Joy consists of different elements in which the individual and proper goals form the most important part. When people are able to find the joy in may eventually lead the feeling of flow in which things are easier to accomplish.

When people participate in reality programs they clearly have some kind of goal for their action. Is the goal originally their goal or is it given from the outside? Therefore, if the goal is given outside it may not be that effective, because outside goals very often turn into something unpleasant and forced. If the healthier life instead is someone's own personal feelings and meaning then it may have better chances to succeed. In this

project people were exercising as pairs. Some of the pairs explained that it was their common decision, some had had to talk their partners with and some had even decided on the behalf of their partner. It would be interesting now after two years to explore how well the results are.

The fact is that when people take part in reality programs they put their goal in public view. Is that a way to get acceptance for their goal or is it more gaining social support what they do? When observing the point of immediate feedback, in reality programs and in publicity, it will be given immediately. At least in the game shows this element is strongly present when it is audience who decides which competitor may continue in the competition. However, people's goal in attending reality-based programs may be something different, than the actual prize you may get if you win the competition.

Almost all of the participants named the care of personal well-being one of the reasons to participate in the program. This is a common concern with the participants but also the organisers of the campaign. The value of being health is already recognised in the antique and the value has got new forms in contemporary times. The participants were clearly motivated from the physical and mental changes the excising provided them with.

Many of the participants also identified motivation as one of the reasons to participate in the project. The most important things in the project were the tests that gave some kind of idea about own health but also fact that there were new tests created the force that made people to be regularly physically active. Therefore, the social control that was set up by the tests, the pair, the audience and also the trainers gave people motivation and strength to reach their goals.

One of the feature of the reality based programs and projects is the visibility in media. On one hand the participation may indicate the need of social control but on the other hand there may be also the desire of make oneself a public figure. As far as I am concerned, the element of publicity is more related to reality game shows as Big Brother but in some amount it is present in every reality program. People's willingness to brand themselves and gain something with their personality and person, profit about the publicity, are the absolutely related to reality programming.

The reasons to participate in the programs are multiple and it is certain that the participants will not end. However, the organisers of the campaigns would also have larger effects and adapt and motivate also other people than the participants to be physically active. The core reason behind the media related campaign is the concern of people being fatter and sicker all the time. The organisations want to wake up people to see that everybody should pay attention in ones health in order to stay health and accomplish their daily routines.

The contemporary media is full of material to attract people. The concern of FSF, for example, indicates that sport federations want to keep in the phase of society's change and be available there were people spend their time and interest in order to maintain the value of good physical health and exercise. It is obvious that the forms of people's consumption of media have altered and therefore the enhancement of physical activity and health has to be where the people are.

The goals the campaigns have are unfortunately very often hypothetic and the meaning is larger than the effect in the end. Therefore, when planning the physical activity and health related media campaigns the expected effect should be assessed realistic and focus on the campaign should be thought carefully. Television may give a kick-start or inspiration for exercising but the actual outcome is still responsible for everyone's own action. Almost all the media researches have focused on what people watch from television but the actual effects from health related television programs are not available.

### **6.1 Dynamic Duo – How Did Everything Go?**

An essential element of the thesis was the Dynamic Duo project and therefore evaluating the case is beneficial. The objectives that were set for the project were all in all achieved quite well. Already in the beginning we recognised the difficulties that we might be facing during the project. The campaign was launched through “traditional media” - television and radio - as well as social media such as Facebook and YouTube. In general, the difficulty with the channels of social media is that so much material has been produced and delivered to people through it and therefore it is very hard to differentiate from the other content and get people's attention.

People were interested in participating in the campaign as competitors and the attention that the campaign reached on radio was relatively good. On the other hand, it seems that the participants were almost the only ones to use the Facebook channel of Dynamic Duo to support each other's. In accordance with Dynamic Duo project was launched "Päivän Liike" (The Move of the Day) especially for the purposes of break exercise at working place. All in all, the channel "Päivän Liike" (The Move of the Day) got only 681 fans; that is a relatively small amount. "Dynamic Duo" channel got 213 fans. The move was also delivered through e-mail list that got about 200 receivers.

The main problem with the campaign was to differentiate from other pages and services in social media. It is difficult to create attractive campaign utilising the Internet, as it is full of content having similar goals. The problem was already recognized beforehand but we still hoped that the health aspect would have interested people more. One target was also to make the move spread in work places and through the pages of sport related association and clubs. It seems that work e-mails are quite strictly banned from all kind of mass e-mails. The spreading through other sites is also difficult because the amount of information in Facebook and other channels of social media such as YouTube is so enormous that the chance that the channel becomes famous is very improbable.

In my opinion, the challenges that we already knew in the beginning were confirmed along the project. Social media is a good tool to support the campaign but still the main focus should be organised through "traditional" broadcasting methods as radio and television. This was also the situation in Dynamic Duo case, in which the radio had the main role in overall. The social media functioned best as supportive channel to the competitors and also as an extra service to the people who wanted new ideas for the moves to their own exercising. The chart 9 summarises the motivation factors during the campaign and reveals that after all the meaning of the own pair was still the most important reason for increasing the interest towards physical activity. The chart also indicates that the Facebook site the campaign had, was important only for 6 % of the participants.

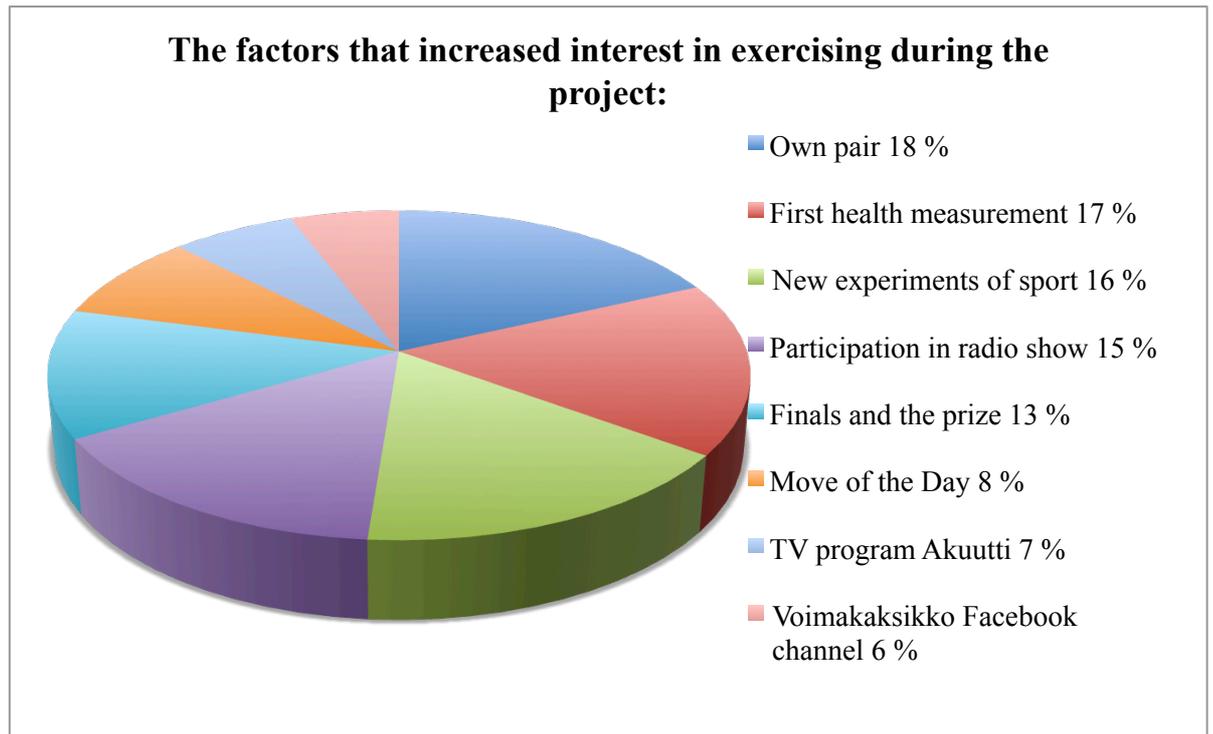


Chart 5. The factors that the participant felt increasing the interest towards physical activity. N=57.

#### 6.1.1 Strengths

In my opinion the availability of the campaign was one of the strengths. In that aspect, I still think that it was the strength due to the multiple channels that were used in the project. Everyone could choose the most suitable way to for himself or herself, for example, whether they wanted to listen to the radio, watch TV, write on Facebook or even use all of the channels if they wanted or felt it necessary. The supportive role that social media had was a good supplement to the project. The target group of the project was people over 35-years and many of them were probably not familiar with the channels of social media. Therefore, the fact that main focus of the campaign was in radio made it possible to target group to follow the campaign.

The other strength that I outline is the qualitative nature of the project. I think that overall the focus stayed in the qualitative perspective even if some measurements were made during the campaign. When the winning pair was selected it was not the pair who had lost most weight or exercised the most, but the pair who had been the best example to find the joy of the physical activity. Still the questionnaire revealed the fact that in

some region the campaign had felt like competition and the elements of quantitative measurements were taken into consideration too much.

### 6.1.2 Weaknesses

The weakness of the project, like all the physical activity related campaigns have, was that the results might not be long term. The campaign might encourage people to exercise for short period but the most essential is what actually happens when the social pressure is gone. That is the point when the importance of the pairs motivation is needed the most. The project does not have any kind control afterwards and actually the long-term effect is not possible to get.

Another weakness that was already mentioned before is the amount of information and content is social media and the fact that people are nowadays much busier and select the action on spare time according to their interests. They want to use their leisure time as effectively they can and there is no time for the unimportant content. Also, the attractiveness of campaign has to be highly original in order to get people interested in the content for longer time.

### 6.1.3 Opportunities

The opportunity of the project was that it reaches people in many channels of media and therefore the number of contacts is high. I also brought up social media as an opportunity to reach people but after the project is completed, the fact that social media is a better tool for supportive role strengthens. If the social pressure the Facebook for example creates is considered, the social media may have opportunity to encourage small groups to better results in increasing the amount of exercising but I do not believe that nationwide results may be reached.

The project's goal was also to provide people with easy access to Internet services, for example, to add their own content to pages and keep up the physical activity diary. The project was very much taking consideration the new media channels and possibilities that are possible in today's society.

#### 6.1.4 Threats

The social media may not be directly able to make people do more sports but the opportunity it has as a channel to modify people's attitudes and perceptions towards physical activity and exercising should not be undermined. As social media is nowadays strongly part of everyday life, it should be also utilised in the ways that supports the idea of healthy life style.

I think that the threat with using social media and computer may be that it makes people passive and instead of exercising they would sit in front of the computer. The competition about people's time and interest is bigger threat, as well as the fact that the interest, if it reached, should also be able to maintain. And the ways to complete that mission is one of the biggest challenges.

Also the fact that the exercising might end because there is no social control that the campaign creates has to be taken into consideration. If the people are participating in the project only because of the control or prize they might win, it may not be interesting to do sports anymore when there is no goal to reach or challenge to win. The basis has to be on personal motivation.

#### **6.2 Evaluation and Value of the Study**

This study was inspired by the enormous growth of reality programming in television focusing on physical activity and health but also the chance to be part of this actual Dynamic Duo Project with FSF encouraged me to continue with this topic. As the popular factual television is criticised as being nonsense, one of my personal wonderings was why people want to participate and make themselves non-sense in that sense. In my opinion, it seems essential to study more about people's motives to engage them with reality programs and publicity.

The material the project produced was rich and it offers even larger possibilities for future research. The material that is used in the thesis gives good possibilities for case study. Radio interviews that were in written format did not provide that much new information than the self-written stories by participants did. Still it was useful to read the written formats of the radio interviews in order to create the big picture about the project the media gave outside to public. Also the content of radio interviews varied a

lot and the quality was not that similar because each region had different producers and journalists.

The thesis gives brief outline for the reason that both participants and organisers have. The research was based on certain preliminary assumptions that the research material justified effectively. Thus, the reliability of the research is still based on rather small amount of material in order to draw permanent conclusions of the behaviour of Finnish people. On the contrary, it should give ideas to the organisers how to develop campaigns that aim into increasing physical activity.

The topic of the thesis was current and also had new perspective for the reality programming and media related physical activity campaigns. It was also a good opportunity to be part of the campaign that was organised in this extension for the first time in Finland. The organisers of the campaign also represented the national sports federation and broadcasting company that have large role in Finnish sport, radio, and television field. Also the concept of social media is still rather new and has not been related to sport sciences that much. The research also met the interests of the researcher as the previous studies have concentrated on media and legal issues on the area of broadcasting sport events.

The study of features of postmodern Western society does not limit only to surroundings of this thesis. This study gave fresh ideas to researchers' everyday work in customer service and retail in bank. The features of postmodern Western society may be identified in many other circumstances than the one's described in the thesis and therefore adapting the findings to everyday situations offers new perspectives. Actually, some of the ideas the study sprung have already been put in action in everyday work. On personal side, the thesis inspired the researcher to think about motivation towards physical exercising and the use of time spare time.

### **6.3 Suggestions for the Future Research Topics**

In my opinion, this topic provided challenging research environment, as the material was rich. On the other hand, I feel that I could find the most important elements from the material. The research concerning media related health and physical activities are hot topic in postmodern Western society and especially the interest towards social

media is growing. The study highlights the main findings the research material and project offered. Deeper analysis concentrating in different findings would provide more topics for further research. Especially the possibilities of social media could be own research topic on their own.

It would be interesting to interview the participants of the Dynamic Duo project in order to explore how many of them have maintained healthier lifestyle and are the results they achieved during the campaign maintained. Also developing the idea of combination of the social media and actual physical activities, for example using “physical activity diaries”, would provide interesting aspect for future research. The thesis has given a hint of interest in considering further studies with topics related to physical activity and media studies in the future. Time will see if the inspiration is strong enough for further research.

This study reveals that one problematic element is the different motives of non-commercial and commercial organisations have in media related physical activity and health campaigns and programs. It is a fact that media producers are seeking profit for their actions and one obvious element in making profit is entertainment. Combination of fact and entertainment is skill that campaigns enhancing physical activities need. Benefitting the informative aspect health programs have, society’s attitudes in general may be modified but if larger effects are wanted media may not be the right channel for making people more physical active.

The concern of national health is not purposeless because people are getting sicker and fatter all the time. The target of physical activity related campaigns should prevail quite close to ordinary people in their daily life surroundings in order to have actual influence. Increasing physical activity promotion among the work places would probably have more effect than just physical activity and health’s visibility in media. In the end, the increase on physical activity through employers would benefit companies if the sick leaves reduce, for example.

There lies still a paradox in the media campaigns. The people who are active at the moment have obviously included the aspect of health in their life. The target of the media related campaigns are people who consume media. What is the chance that these people watch physical activity and health related programs if they are not interested in

physical activity at all? How they are got out to do something to their physical condition?

Also the prevailing media research has not focused that much on the motives as to why people participate in reality programming and what they are supposed to gain from the programs. It is interesting to notice that one of the most popular professions among the youth is celebrity. Does society saturate its citizens with all of the people who are seeking their fifteen minutes in publicity? Where is the limit for participation and how far the producers are developing these reality programs in order to fancy the audience?

If physical activity and health more and more relate to reality television, there might be a danger that it becomes superficial. The moral value that society possesses about being healthy loses its meaning and it is more accepted in contemporary society to be fat and inactive.

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## APPENDICES

### 1 THE LIST OF INTERVIEWS RETRIEVED FROM THE INTERNET PAGES OF REGIONAL RADIOS

#### South Karelian Regional Radio

- [Etelä-Karjalan Voimakaksikon kisaajat testasivat kuntoa hiki otsalla](#) published 18.03. at 14:20, updated 18.03. at 14:24
- [Voimakaksikot aloittivat urakkansa](#) published 23.03. at 11:56, updated 06.05. at 10:06
- [Elisa Telkkä ja Saila Koivu ovat Etelä-Karjalan Voimakaksikko](#) published 10.6. at 14:27, updated 14.6. at 10:06
- [Voimakaksikko pääsi treenaamaan miekkailua](#) published 23.07. at 12:53

#### South Savonian Regional Radio

- [Tule mukaan Voimakaksikko-ohjelmaan!](#) published 16.02. at 08:50, updated 16.02. at 11:15
- [Voimakaksikot hikoilivat kuntotestissä](#) published 12.03. at 08:46, updated 06.04. at 14:09
- [Etelä-Savon Voimakaksikko hiihtozumbasi!](#) updated 06.04. at 14:12
- [Voimakaksikko taukojumpassa](#) updated 19.04. at 14:08
- [Voimakaksikko kohotti kuntoaan uimaradalla](#) published 05.05. at 13:43
- [Pilates tarjoaa kehon hallintaa ja mielen rauhaa](#) updated 28.05. at 14:47
- [Voimakaksikko sauvakävelytreeneissä](#) published 28.05. at 14:35, updated 28.05. at 14:47
- [Isä ja tytär Voimakaksikko-finaaliin](#) published 04.06. at 15:47, updated 27.07. at 09:36
- [Voimakaksikolla rento kesä](#) published 15.07. at 12:12, updated 16.07. at 16:41

#### Tavastia Regional Radio

- [Voimakaksikko](#)
- [Kanta-Hämeen voimakaksikot on valittu](#) published 12.03. at 11:20, updated 24.03. at 10:01
- [Voimakaksikko-kisailijat kovilla kuntotestissä](#) published 19.03. at 06:41, updated 24.03. at 10:00
- [Voimakaksikot opettelivat hiihtämään kunnolla](#) published 23.03. at 15:12, updated 24.03. at 10:00
- [Venyttely saa tuntua ja sattuakin, mutta äkkinäisiä liikkeitä ei saa tehdä](#) published 16.04. at 06:00
- [Vesijumpan tehokkuus yllätti Voimayksikön](#) published 04.05. at 10:56, updated 04.05. at 11:04
- [Keskitymällä pilateksen avulla löytää syvät lihakset](#) published 17.05. at 16:38, updated 17.05. at 16:42

- [Voimakaksikko-kisan viimeisenä lajina sauvakäveltiin](#) published 31.05. at 12:48, updated 31.05. at 14:27
- [Ketkä voittavat Hämeen Voimakaksikon - tulokset tänään](#) published 03.06. at 08:00, updated 03.06. at 10:42
- [Riihimäkeläiset Voimakaksikko-kisan voittoon](#) published 03.06. at 17:03, updated 03.06. at 17:06
- [Voimakaksikko ja pehmeä tie](#) published 21.06. at 15:45, updated 21.06. at 15:56
- [Sukat airoihin ja vetoo!](#) published 07.07. at 13:21, updated 07.07. at 13:29

### **Kainuu Regional Radio**

- [Puolankalaiset Riitta ja Eija Voimakaksikon valtakunnalliseen kilpailuun](#) published 05.03. at 10:01, updated 07.06. at 11:38

### **Central Ostrobothnian Regional Radio**

- [Kuvagalleria: Ritvan ja Hanna-Maijan kuntotesti](#) published 16.03. at 14:07, updated 13.04. at 11:34
- [Kuntotesti onnistuu omassa olohuoneessakin](#) published 25.03. at 09:58, updated 26.03. at 14:43
- [Hiihtäminen laittaa koko kehon koetukselle](#) published 30.03. at 10:57, updated 01.04. at 06:28
- [Kuvagalleria: Voimakaksikko venyttelee](#) published 13.04. at 13:46
- [Vesiliikunta ei ole pelkkää uimista](#) published 30.04. at 13:23, updated 30.04. at 14:14
- [Kahvasta kiinni ja kuulan kimppuun](#) published 20.05. at 13:18
- [Sauvakävelijä, älä ole kameli!](#) published 27.05. at 13:00, updated 28.05. at 12:48
- [Voimakaksikon kunto nousi keväällä](#) published 03.06. at 10:32, updated 03.06. at 10:34
- [Voimakaksikko](#) published 17.03. at 09:25, updated 03.06. at 10:38
- [Kesä ei hiljennä kaksikon vauhtia](#) published 01.07. at 13:55, updated 01.07. at 13:57
- [Ajatus on jalkoja nopeampi](#) published 15.07. at 12:13, updated 15.07. at 12:32
- [Voimakaksikko humppasi vesijumpassa](#) published 22.07. at 10:48
- [Voimakaksikko valmiina finaaliin](#) published to at 10:46

### **Central Finland Regional Radio**

- [Voimakaksikot vauhdilla kunnonkohotukseen](#) published 18.03. at 12:54, updated 18.03. at 14:43
- [Vapaa tyyli valloitti Voimakaksikot](#) published 25.03. at 13:00, updated 25.03. at 13:38
- [Voimakaksikot venyivät aamujumpassa](#) published 15.04. at 12:28, updated 16.04. at 08:41
- [Voimakaksikot selvittivät Cooperin testin](#) published 22.04. at 13:56, updated 22.04. at 15:43
- [Voimakaksikot saivat uutta potkua uintiin](#) published 29.04. at 10:35, updated 29.04. at 11:41

- [Pilates antaa ryhtiä ruotoon](#) published 14.05. at 15:55, updated 14.05. at 16:15
- [Sauvakävelystä tuli Voimakaksikoiden suosikki](#) published 27.05. at 16:41, updated 31.05. at 05:33
- [Asko ja Harri veivät Voimakaksikon voiton](#) published 03.06. at 10:52, updated 03.06. at 12:26
- [Harri ja Asko harjoittelevat parkouria](#) published 24.06. at 09:52, updated 03.07. at 07:50
- [Voimakaksikko hallitsee kissakävelyn](#) published 22.07. at 15:15

### **Kymenlaakso Regional Radio**

- [Kymenlaakson Voimakaksikko -parit on arvottu!](#) updated 15.03. at 09:57
- [Voimakaksikkojen kuntotesti on tehty](#) updated ke at 11:21
- [Voimakaksikot sutivat Kouvolan ladut halki](#) updated 01.04. at 12:43
- [Voimakaksikko joutui venymään](#) updated 17.05. at 11:32
- [Voimakaksikot tutustuivat vesijuoksuun](#) updated 04.05. at 13:51
- [Voimakaksikot syviä lihaksia etsimässä](#) updated 18.05. at 08:00
- [Voimakaksikot saivat sauvat käsiinsä](#) updated 27.05. at 11:47
- [Mattiloista Kymenlaakson Voimakaksikko](#) published 10.6. at 14:27, updated 14.6. at 10:06

### **Lahti Regional Radio**

- [Salppurin kisoissa lumisumpailaan](#) published 24.02. at 12:03, updated 24.02. at 12:11
- [Voimakaksikot laitettiin testiin](#) updated 15.04. at 14:23
- [Voimakaksikoissa on liikettä ja liikkeissä iloa](#) published 9.6.2010 at 11:07
- [Voimakaksikot joutuivat lopputestiin](#) published 14.06. at 06:05
- [Voimakaksikoksi valittiin Päijät-Hämeestä naiset](#) published 14.06 at 16:46, updated 14.06 at 16:53

### **Lapland Regional Radio**

- [Voimakaksikot kuntotaistoon](#) published 22.03. at 10:55, updated 22.03. at 11:40
- [Voimakaksikot ladulle](#) published 22.03. at 11:35, updated 29.03. at 11:08
- [Voimakaksikkopari Hannu ja Teppo aamulenkillä](#) published 29.03. at 11:07, updated 06.04. at 09:23
- [Voimakaksikkopari Tuija ja Visa aamukävelyllä](#) published 06.04. at 09:18
- [Voimakaksikkopari Tiina ja Teija aamukävelyllä](#) published 09.04. at 15:32, updated 26.04. at 09:55
- [Voimakaksikot venyttelyjumbassa](#) published 19.04. at 12:26, updated 26.04. at 10:34
- [Voimakaksikot vesijumbassa](#) published 26.04. at 10:30, updated 29.04. at 14:20
- [Voimakaksikko rentoutuu saunassa](#) published 29.04. at 14:18, updated 10.05. at 09:00
- [Cirkuit on trendikästä](#) published 10.05. at 08:58, updated 10.05. at 09:00
- [Voimakaksikko Teppo ja Hannu kuntoilee huumorilla](#) published 19.05. at 14:35, updated 25.05. at 14:12

- [Voimakaksikko Tiina ja Teija levittää liikunnan ilosanomaa työpaikallekin](#) published 24.05. at 13:20, updated 24.05. at 13:26
- [Ryhti suoraan ja alleille kyytiä](#) published 31.05. at 11:52, updated 31.05. at 11:54
- [Voittajapari ratkaistiin](#) published 17.06. at 16:28, updated 17.06. at 16:32

### Oulu Regional Radio

- [Voimakaksikko -parit valittu](#) published 04.03. at 14:52, updated 04.03. at 15:15
- [Voimakaksikot ottivat itsestään mittaa](#) published 22.03. at 12:41, updated 15.04. at 15:08
- [Voimakaksikko -ohjelmassa haetaan hyvää oloa](#) published 22.03. at 14:23, updated 22.04. at 14:58
- [Voimakaksikot löysivät ladun ilot](#) published 25.03. at 10:25, updated 22.04. at 14:56
- [Tutustu Voimakaksikko -kisaajiin](#) published 25.03. at 15:23, updated 01.04. at 14:59
- [Voimakaksikot hikoilivat vedessä](#) published 01.04. at 14:57, updated 22.04. at 14:55
- [Voimakaksikot harjoittelivat ukemia](#) published 15.04. at 14:32, updated 22.04. at 14:53
- [Tehokävelijät käänsivät katseita](#) published 22.04. at 14:49, updated 22.04. at 14:52
- [Voimakaksikot ja rautakanki](#) published 14.05. at 11:18
- [Sauvakävelijän tyyli on leuhka](#) published 27.05. at 10:23, updated 27.05. at 14:31
- [Paras Voimakaksikko kukitettiin radiossa](#) published 03.06. at 16:15, updated 03.06. at 17:30
- [Juha Malinen pistää Voimakaksikkoon vauhtia](#) published 05.08. at 12:10

### Bothnian Bay Regional Radio

- [Tarja ja Tuija ovat Perämeren Voimakaksikko](#)

### Ostrobothnian Regional Radio

- [Voimakaksikko – kevään liikuttavin kuntoilukampanja starttasi](#) published 18.03. at 15:07, updated 19.03. at 16:53
- [Voimakaksikkojen lajiharjoittelu starttasi ladulta](#) published 26.03. at 17:02, updated 26.03. at 17:12
- [Voimakaksikkojen kuntoilu jatkuu omatoimisesti](#) published 01.04. at 15:04
- [Kampanja tsemppaa liikkumaan](#) published 09.04. at 16:13
- [Venyttelemällä vartalo vetreäksi](#) published 16.04. at 15:34, updated 16.04. at 16:22
- [Voimakaksikot kuntoilevat ohjatusti ja ominpäin](#) published 22.04. at 15:37, updated 30.04. at 07:50
- [Hiki lentää ja hyvältä tuntuu!](#) published 30.04. at 11:51, updated 07.05. at 14:31

- [Vesijumppa Voimakaksikkojen testissä](#) published 07.05. at 13:57, updated 07.05. at 14:33
- [Voimakaksikot Pilateksen pauloissa](#) published 14.05. at 13:12
- [Voimakaksikkojen viimeinen lajitreeni käytiin sauvakävelleen](#) published 28.05. at 15:24, updated 28.05. at 15:29
- [Lopputesti paljasti Voimakaksikkojen kunnon kohentuneen](#) published 04.06. at 15:18, updated 04.06. at 15:30
- [Voimakaksikot tanssiopetuksessa kesän lavatansseja varten](#) published 24.06. at 08:52
- [Sulkapallo valloitti voimakaksikon](#) published 22.07. at 16:11

### North Carelian Regional Radio

- [Voimakaksikko-parit kuntoilevat!](#) published 16.03. at 13:53, updated pe at 14:49
- [Pohjois-Karjalan Voimakaksikot testaavat kuntoaan](#) updated 17.03. at 15:43
- [Voimakaksikot suksilla](#) updated 24.03. at 11:08
- [Voimakaksikot venyttelyopissa](#) updated 14.04. at 11:41
- [Helena Laitisen ja Anu Hartikaisen kuntoilukuulumiset](#)
- [Voimakaksikot vesijumpassa](#) updated 07.05. at 15:50
- [Voimakaksikot kokeilivat Physiopilatesta](#) updated 12.05. at 15:50
- [Voimakaksikot sauvakävelevät](#) published 07.06. at 14:45
- [Anne ja Juha Reijonen ovat Voimakaksikko-kisan voittajat](#) published 11.6. at 14:23

### Savonian Regional Radio

- [Savon voimakaksikon lempilaji on golf](#) published 15.02. at 15:20, updated tänään at 15:08

### Satakunta Regional Radio

- [Voimakaksikot kohentavat kuntoaan](#) updated 24.03. at 13:10
- [Voimakaksikot innostuivat hiihdosta](#) updated 29.03. at 14:10
- [Voimakaksikoiden voimat puntarissa](#) updated 08.04. at 16:42
- [Voimakaksikot venyttelemässä](#) updated 19.04. at 10:50
- [Voimakaksikot uimassa](#) updated 18.05. at 12:18
- [Voimakaksikoille hiki pintaan](#) updated 20.05. at 16:06
- [Voimakaksikot sauvoivat Leineperissä](#) published 27.05. at 14:10
- [Voimakaksikot lopputestissä](#) published 03.06. at 16:12

### Tampere Regional Radio

- [Voimakaksikko kutsuu kunnonkohotukseen](#) published 15.02. at 13:32, updated 15.02. at 13:39
- [Pirkanmaan Voimakaksikot valmiina koitokseen](#) published 16.03. at 15:45, updated 18.03. at 10:48
- [Voimakaksikot hikoilivat lähtötestit helposti](#) published 19.03. at 16:59
- [Vielä ehtii keväthangille](#) published 01.04. at 09:34
- [Dementiahihto sopii kevääseen](#) published 11.04. at 06:00, updated 13.04. at 10:02
- [Voimakaksikot venytyksessä](#) published 16.04. at 10:35, updated 22.04. at 15:00
- [Voimakaksikko: Äiti tahtoi saada tyttärensä liikettä](#) published 23.04. at 10:53, updated 23.04. at 11:06
- [Voimakaksikot altaassa olympiakävijän opastuksella](#) published 30.04. at 07:18, updated 11.05. at 10:18
- [Pupu jaksaa rummuttaa, kunhan ei jätä liikkumatta!](#) published 07.05. at 11:03, updated 07.05. at 11:05
- [Physiopilates tarjosi voimakaksikoille myös aivojumppaa](#) published 14.05. at 10:52
- [Pesäpallo vaatii silmää, mutta harrastajakin saa hien pintaan](#) published 21.05. at 08:53
- [Sauvoista tehot irti ja pumppu kiittää](#) published 28.05. at 08:50, updated 31.05. at 09:55
- [Kyllä lähtee! -miehistä Pirkanmaan Voimakaksikko](#) published 04.06. at 09:01, updated 04.06. at 09:04
- [Voimakaksikon tanssipari tarvitsee turvakenkiä](#) published 24.06. at 10:49
- ["Vähän käytetty zumba vaihdetaan anoppiin"](#) published 02.07. at 15:37
- [Kirkkovene liikkuu reisilihaksin](#) published 02.08. at 05:30
- [Pirkanmaan Voimakaksikon h-hetki lähestyy](#) published to at 14:54

### **Turku Regional Radio**

- [Voimakaksikko kohottaa kuntoasi!](#) published 15.02. at 14:41
- [Impivaara näytti vihreää valoa Voimakaksikoiden sauvakävelylenkille](#) updated 27.05. at 08:04
- [Oikea tekniikka antaa voimaa uintipotkuun](#) updated 03.05. at 10:29
- [Voimakaksikko venyttelee](#) published 14.04. at 11:32
- [Anu ja Pasi Salmisesta Voimakaksikko!](#) published 17.03. at 10:55, updated 11.6 at 13:35
- [Sulkapallo sai kyytiä Paraisilla](#) published 01.07. at 12:15, updated 01.07. at 13:19

### **Eastern Uusimaa Regional Radio, Yle Early Radio and Yle Western Radio**

- [Uudenmaan Voimakaksikot mittasivat kuntonsa](#) updated 24.03. at 06:50
- [Voimakaksikkojen kunnonkohotus vauhdissa](#) updated 12.04. at 11:36
- [Lohjan Voimakaksikon vahvuus on huumori](#) published 12.04. at 08:49, updated 19.04. at 15:48
- [Uudenmaan Voimakaksikko on valittu](#) published 08.06. at 15:55, updated 14.06. at 11:35

## 2 QUESTIONNAIRE

### **What has inspired Dynamic Duo?**

The purpose of this survey is to identify Dynamic Duo pair's motivations and experiences of the different sports enhancing factors. What has motivated you to move?

#### **1. How important motivation factor for your health has been a fitness test?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

#### **2. How important motivation factor for you has been radio program participation?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

#### **3. How important motivation factor you have been the sport experiments?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

#### **4. How important motivation factor you have been The Move of the Day?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

#### **5. How important motivation factor you have Dynamic Duo fan site on Facebook?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

#### **6. How important motivation factor you have Akuutti TV show?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

**7. How important motivation factor you have had own Dynamic Duo pair?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

**8. How important motivation factor it has been for you to reach the finals?**

Very important

Important

Is not important, but not meaningless

Less important

Not important at all

**9. Put the ranking of the following factors to inspire physical activity (1 = most important - and 9 = least important)**

Health Fitness Test \_\_\_\_\_

Participation in the radio program \_\_\_\_\_

Sport Experiments \_\_\_\_\_

Move of the Day \_\_\_\_\_

Dynamic Duo fan page on Facebook \_\_\_\_\_

Acute TV show \_\_\_\_\_

Dynamic Duo pair \_\_\_\_\_

Reaching the finals \_\_\_\_\_

**10. Do you feel that the social media (such as a radio program and Facebook) increases the enthusiasm for physical activity?**

Very much

Much

Some

Bit

Never

**Why?****11. Do you feel your own Dynamic Duo pair increases the enthusiasm for physical activity?**

Very much

Much

Some

Bit

Never

**Why?****12. What the is importance of the other Dynamic Duo couples?**

Very important

Important

Is not important, but not meaningless

Less important  
Not important at all

**13. Which one you like more important:**

The encouragement of Dynamic Duo pair

The encouragement through social media (such as a radio program and Facebook)

**14. Is there change in your daily exercising?**

Very much

Much

Some

Bit

Never

**15. Free word Dynamic Duo project:**

**Thanks to the participation of the questionnaire and physical activity fun!**