

## **Alternswissenschaftliche und alternspolitische Vortragsreihe des Deutschen Zentrums für Altersfragen (DZA), Berlin**

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### **Increasing physical activity using self-affirmation**

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Self-affirmation (affirming a valued aspect of the self-concept, such as honesty or reliability) has been shown to reduce defensive processing of health messages, increase message acceptance and decrease intentions to engage in health risk behaviours. However, many studies report that self-affirming does not lead to significant behaviour change. This talk focuses on two factors which may account for why self-affirmation does not lead to behaviour change. First, we studied a health promotion behaviour. Second, we tested the possibility that self-affirmation works interactively with other factors to produce health behaviour change. Specifically, we tested the interaction between self-affirmation and consideration of future consequences (i.e., how much an individual thinks about the future), because previous research showed that individuals with low consideration of future consequences are less likely to engage in health promotion behaviours like physical activity. Results of the study show that self-affirmation increased self-reported physical activity and also interacted with consideration of future consequences, such that individuals low in consideration of future consequences, who self-affirmed, engaged in more physical activity than all other groups. The implications of this research for self-affirmation theory and health promotion will be discussed.

Die Veranstaltungen der öffentlichen Vortragsreihe finden statt im

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