

PREVALENCE OF CYCLING AS A PHYSICAL ACTIVITY AMONG STUDENTS IN BEDFORDSHIRE UNIVERSITY



Name: Anjaliben Tusharbhai Vora

Student ID: 2221529

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Lecturer: Dr Muhammed Afolabi



Introduction

- The aim of this research is to assess the prevalence of physical activities among university students
- The concept of physical activity could be defined as the movement of a set of muscles in the human body even during times of leisure (*Physical activity, 2023*).
- Every university in the UK has different extra-curricular activities that promotes their physical activities and so does the Bedfordshire University



Background of the Study

- There are various benefits of cycling such as the lack of space it requires as compared to driving (Heinen and Buehler, 2019).
- These features have increased the prevalence of this activity among the University students in the UK
- It is expected that around 21 percent of adolescents cycle at least once a year (McKay *et al.* 2020).
- This reflects the increasing popularity of this sport among the adolescents as well



Continuation

- Bedfordshire University has decided to inculcate the cycling as a part to encourage the physical activity among the University Students.
- This initiative has been taken by the University to develop a motivation for cycling among University students (Swiers et al. 2017).
- This initiative has also been undertaken by Bedfordshire University as a way of supporting grief outcomes (University of Bedfordshire, 2023).



Problem Statement

- There has been a significant decrease in the frequency of physical activities among children in the UK in 2020 (*Physical Activity Data Tool: Statistical Commentary, 2021*).
- This research would address this issue of the lack of physical activities amongst the adolescents in the UK



Brief Review of Literature

- Through the investigation of the existing literatures, there have been formulation of the concept of the previous studies regarding the topic (Forcael et al. 2020).
- Various literatures have been reviewed which provided instances of factors influencing cycling, benefits and the strategies for developing cycling motivation among University students (Swiers et al. 2017).



Factors Influencing Cycling Participation Among University Students

- Cycling brings emotional satisfaction and it requires low levels of effort (Pogačar *et al.* 2020).
- Environmental affordances like Traffic jams influences cycling.
- Convenient parking, door-to-door transportation facility.
- Sustainability factor for both economic and environmental concerns.
- Encouraging physical activity and physical fitness among University students, along with the improvement of attention and awareness of the Students for a sustainable life (Kljajević *et al.* 2021).
- Perception towards cycling as a safer zone.



Benefits of Cycling For the University Students

- Encourage physical activity.
- Also helps in relieving the mental stress for students undergoing heavy study pressure.
- Offset from the potential health costs related to traffic injuries (Buehler *et al.* 2020).
- Natural, cheaper and more utilitarian mode for involving in structured exercise.
- Developing environmental benefits by encouraging sustainable living and developing social benefits through community engagement.



Strategies to Promote Cycling among University Students

- Improving cycling infrastructure on campuses.
- Delivering safety inclusion and awareness campaigns through the practical demonstrations (Wilson *et al.* 2018).
- Encouraging bike-sharing programs and schemes, like the Love to Ride delivered by Bedfordshire University (*Love to Ride - success for University - Sustainability | University of Bedfordshire, 2023*).
- Quality bicycling infrastructure and bike parking connecting to campus (Heinen and Buehler, 2019).
- Secure bike storage areas and deterrents from theft issues.



Theoretical Implication

- The theory that would be implemented in this research is the Grounded Theory
- This theory would develop the base for the collection and interpretation of data in this research
- This theory is considered to be most popularly used theory in qualitative research (Mohajan and Mohajan, 2023).
- Researcher acts as a neutral observer in this theory



Rationale of the Research

- To identify strategies to increase the physical activities of University Students in the UK
- There has been a significant decrease in the frequency of these activities in the group



Research Aim and Objectives

- This research aims to evaluate the prevalence of cycling among students in Bedfordshire university.
- The objectives includes:
 - To determine prevalence and socio-demographic profile of students engaged in cycling within the Bedfordshire University
 - To identify the factors motivating the students in engaging in cycling as a physical activity
 - To examine the strategies to improve the cycling motivation amongst students in Bedfordshire University



Research Question

- RQ 1. What is proportion and socio-demographic profile of students engaging in cycling within the Bedfordshire University?
- RQ 2. What are the factors motivating the students in engaging in cycling as a physical activity?
- RQ 3. What are the strategies the could be implemented to improve the cycling motivation amongst students in Bedfordshire University?



Research Methodology

- Through the adequate research methodologies, this research will be enhanced.
- This will help in portraying the various aspects of the research topic, by concerning the prevalence of cycling among the University students of Bedfordshire.
- A quantitative research methodology would be used for this research



Research Design

- Integration of the cross-sectional descriptive research design.
- This helps in conducting the research in a well-organised manner by gathering adequate data for describing the situation (Seeram, 2019).



Recruitment, Sampling & Study Participants

- Recruiting participants through emails to the Students.
- Sampling of the participants will be based on Purposive Sampling Technique.
- Study participants will be the students who prefers cycling as a transportation mode.



Data Collection Method

- The data collected in this research would be primary data through structure interviews of the participants associated with this research



Proposed data analysis technique

- The collected data would be analyzed through descriptive statistics method
- This is the most appropriate method for the data collected and also for quantitative data that is collected in a research



Ethical considerations

- Obtaining informed consent of the participants for primary data collection.
- Adequately doing in-text citations of the works of authors for collecting secondary data.



Implication of research

- This research will deliver an elaborated discussion of the factors which triggers the prevalence of cycling among University students.
 - This research will help in acknowledging the potential benefit of the cycling for the students in developing physical and mental health (Health benefits of cycling for students: Collegiate student news, 2023).
 - This research will help in discussing the strategic measures like routing and infrastructure preferences, that Universities can adopt for promoting cycling among the University students (Battistini et al. 2022).
 - This research will judge the prevalence of cycling and overcoming barriers by considering the Bedfordshire University (Manaugh et al. 2017).
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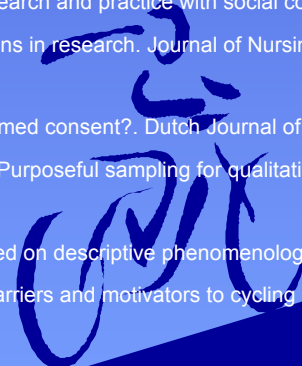
Plan of Work and Time Schedule

Main activities and stages	Week 1	Week 2 to 9	Week 9 to 15	Week 15 to 20	Week 20 to 23	Week 23 to 25	Week 26
Selection of the topic	•						
Collection of data	•						
Planning the proper layout		•	•				
Reviewing literature			•				
Development of research plan			•				
Selecting research technique			•	•	•		
Gathering Primary				•	•		
Data analysis based on Primary					•	•	
Gathering secondary data and analysis						•	
Interpretation of findings						•	
Conclusion preparation						•	
Project rough overdraft							•
Final submission							•



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Thank you!

