

Research Journal Design Ethnography

Catalina Mathews

20109326

Gym Subculture

Assignment Research for Design

Bachelor program User Experience Design, The Hague University of Applied Sciences

Week 1.2: Selecting a subculture

1. Pre-selection of subcultures:

1.1. Subculture: E-girls.

- This subculture is interesting to me because: They do not follow cultural norms whatsoever. All E-girls have inspiration from different places and I feel like I can relate to them in some ways such as being interested in art.
- I can access this subculture by: Messaging E-girls on the app TikTok, there are hundreds of thousands of E-girls who appear with a signature look and attitude.
- The possible events or situations that I can observe next week are: Mostly online events due to COVID-19 such as video games and discord but they can also be found in thrift stores, art shops and concerts.

1.2. Subculture: Cosplay community.

- This subculture is interesting to me because: They are able to transform themselves into different characters and creatures, bringing my imagination into real life with their costumes and makeup.
- I can access this subculture by: Contacting people on Instagram and/or YouTube. People in the cosplay subculture can show off their talent and skills by using their online platform for the world to see.
- The possible events or situations that I can observe next week are: At children's birthday parties where they dress up as children's characters or visit them in their studio to observe them while they get ready.

1.3. Subculture: Gym members.

- This subculture is interesting to me because: They seem to have their life together and appear as confident. I am interested in what motivates them.
- I can access this subculture by: Visiting the gym owners next to my apartment.
- The possible events or situations that I can observe next week are: People exercising/working out at the gym.

2. Chosen Subculture:

I chose Gym subculture because my research will have an unbiased approach when I go through the design process and gain new insights. I will be learning about members of the gym community myself and maybe I will be inspired to go the gym to have a healthier lifestyle as well as feel more motivated and positive. The gym is also easily accessible to me so I can contact people, do fieldwork and observations easily.

3. Current information

3.1. Assumptions:

- They are confident in their bodies.
- They have their lives together – have an overall healthy lifestyle.
- They are always motivated and positive.
- They wake up early and eat healthy – have an established daily routine.

3.2. Desk research:

From my research, I realised that hardcore gym culture including body builders actually feel excluded and can develop body dysmorphia. Their appearance is a big factor towards the way how other people perceive them and how they perceive others. (Positive stereotypes for males, negative stereotypes for females). In the gym culture there are also unwritten rules known as 'gym etiquette'.

3.3. List of curiosities:

- How do they think people perceive them, maybe arrogant or self-absorbed? How perceive themselves in their own bodies? Do they get body shamed? If so, how does that affect them mentally? Are all aspects of their life healthy? What does a daily routine look like? How do they stay motivated? What do they need to stay motivated?

Week 1.3: Observation

4. Research questions and related research questions

1. What are the key motivating factors to achieve their desirable body?
 - What exercises are most important to maintain or improve their physique?
 - How important is the role of a healthy diet?
 - What are some rituals - (or do they have rituals??) that people do before going to the gym?
 - How do people stay motivated for going to the gym?
2. How gym goers perceive themselves based on the perceptions and stereotypes that others make of them?
 - How do people interact with other people in the gym?
 - How do the stereotypes influence people's behaviour at the gym?
 - What role does social media play towards the perceptions and stereotypes of gym culture?
3. What role does going to the gym have in a gym goer's daily routine?
 - Why is it important to go to the gym frequently?
 - Why do people go at a certain period of the day?
 - Do they feel different when they go to the gym at a certain period of the day?

5. Observation Set-up

- 5.1. Objective of the observation: To see behaviours, attitudes and interactions of gym members within their common/familiar environment.
- 5.2. Situation: I will be virtually observing a gym in the afternoon on a Thursday. People in the gym could possibly be there by themselves, with a personal trainer or even working out in groups.
- 5.3. Relevance: My observation should lead me to have a better understanding of how and why the gym culture incorporate going to the gym as a part of their daily routine – and how this can affect their motivation/self perceptions. In my opinion, the heart of the subculture is the gym itself which defines it. The gym is the location which connects the subculture, so I want to situate myself at the location where they are to empathise with them in their natural state.
- 5.4. Observation style: I will first use the fly on the wall method for the observation to not interfere with people's interactions within their real context and time frame.
- 5.5. Resources: Stopwatch: To record how long the observation will go for. iPhone camera: for taking pictures and videos. Notes: so I won't forget information that was not captured on video or photo.

6. Observation protocol

This observation will be carried out at a temporary location. Due to the coronavirus and my current circumstances, I need to conduct the observation virtually. I was able to get into contact with a gym owner who was able to assist me in my observation. He allowed me to FaceTime on my phone with him and give me a tour of the gym for 25 minutes. In this virtual observation with the gym owner, I will record a table of: the number of people who are in the gym, what equipment is being used in the gym, the amenities, if people are with coaches/by themselves, how they interact with each other and a separate document for other field notes which are miscellaneous. I will also need to take my own screenshots and screen recordings during this virtual observation to use as my own data.

Week 1.3: Observation

7. Methodological learnings

I think that the virtual observation went really well. At first I tried to organise an observation at the gym near my apartment which is what my initial observation intentions were. Due to the height of the coronavirus, gyms did not allow me inside without paying for a membership and organising an appointment. Gyms also have a privacy policy where I could not take any pictures or videos so I was very restricted. This was a very difficult situation for me because I did not have anyone's contact from the gym to do a different observation, so doing my observation virtually was my only option. The gym owner allowed me to FaceTime him and take pictures and videos while we face timed.

8. Follow-up curiosities:

- Do they use certain equipment for achieving their body goals? Or weightless exercises?
- How do people who go to the gym formulate their diet in their daily routine? Do they snack a lot? Do they bring snacks to the gym? Do they use any vending machine at the gym to get food and water?
- What type of rituals do people have to make people at the gym feel motivate? Do they have a trainer who yells at them to do better? Does their pace of exercise change when their favourite song is on? Do they meditate or do breathing exercises to stay motivated?
- Is it forced feeling or natural to feel motivated? What role does being motivated have for going to the gym all the time? Does social media have an affect on their motivation to achieve a 'desirable' body?
- Do people always talk to each other while they are in the gym or not? Do they only make eye contact? Or do people generally mind their own business?
- What are stereotypes of people who go to the gym and are any of these stereotypes true in real life?
- Do the perceptions and stereotypes of gym culture come from social media? If not where do they come from? How does it affect them and other people in the gym community?
- Do they have a busy schedule with other daily activities or is it their choice to come at a specific time to the gym?
- When do they have the most energy in the day? How does this affect them and why is it important to go to the gym at a certain time of the day? (If they have a choice of what time to go)

Week 1.4: semi-structured interview.

9. Semi-structured interview Set-up

- 9.1. Objective of the semi-structure interview: I would like to understand what goes through the mind of people who go to the gym. I would like to understand their motivational aspect of gym culture, as well as their perceptions of themselves and others – and how this affects their overall health.
- 9.2. Related research questions: From last week's observation, I would like to research mainly the 9 following topics that I listed as curiosities.
 - How do people who go to the gym formulate their diet in their daily routine? Are there any temptations or triggers to indulge into unhealthy habits?
 - How accessible are gym related products and services in their local area?
 - What role do social relations play in gym user's lives?
 - As a frequent gym user, is it more important to be focused on yourself, and avoid social interactions while at the gym? Subsequently, is it more important to embrace social interactions while at the gym?
 - Does social media have a positive or negative effect on a gym user's motivation to achieve their 'desirable' body?
 - What does it mean to have a 'desirable' body in the perspective of gym users?
 - What role does being motivated have for going to the gym all the time? Is it a forced feeling or is it natural?
 - What types of rituals do people have to make people at the gym feel motivated?
 - Where do the perceptions and stereotypes of gym culture come from? How does it affect the gym community?
- 9.3. Participant: The person I will be interviewing is a ice hockey player who goes to the gym frequently. He is 19 years old and he plays hockey as a hobby. Because of this, he goes to the gym on his own and with his hockey team mates. He goes to the gym frequently to balance the muscle of his body because as a goalie hockey player, some muscles are more active than others. He recently quit hockey to focus more on his academics in university because hockey started to take up a lot of time however, he still goes to the gym on his own.
- 9.4. Relevance of participant's profile: The participant has been going to the gym frequently for the past 10 years so I can say confidently that their point of view is relevant.
- 9.5. Resources: I can only capture this data by interviewing the person by calling due to the coronavirus. I will also use recording for making the transcript and write down important notes.

10. Semi-structure interview protocol

Introduction	Hi, my name is Catalina Mathews and the objective of this interview is to understand gym subculture. I would like to know what your relationship with the gym is like and what motivates you to go to the gym. I also will be asking some questions about your opinion on diet, friends, family and social media. This interview will be used for a research assignment for school and your name will not be included in this interview. I will be using this information to see what patterns there are in the gym subculture to find some insights and reflect on what all of the information means. The interview will be at least 30 minutes and if you don't want to answer any questions, then you don't have to. If you have any questions before we begin, please let me know. Remember there are no right or wrong answers, I am interested in your experiences and stories.
Question 1	When did you start going to the gym?
Follow up question	How often do you go to the gym?
Question 2	Why is it important for you to go to the gym
Follow up question	Can you tell be a bit more (about one aspect)
	What activities do you do at the gym?
Question 3	What do you usually do before and after you go to the gym?
Question 4	Is there any important items that you need to bring with you when you are going to the gym?
Follow up question	Where did you get these from?
Question 5	What do you usually eat in a day?
Follow up question	Is it important to have a healthy diet?
Question 6	Have you met anyone in the gym that you are close with?
Follow up question	Do you sometimes go to the gym together?
Follow up question	Do you meet outside of the gym?
Follow up question	Would you talk to other people in the gym while you work out?
Question 7	What motivates you to always go to the gym?
Follow up question	Does that make you feel better or worse?
Follow up question	If you don't feel motivated, what would you do?
Question 8	What role does social media play in the gym culture?
Follow up question	Does it help motivate you?
Question 9	How do your friends and family feel about you going to the gym?

Follow up question	Do you wish they would think differently?
Question 10	How does going to the gym make you feel for you personally?
Follow up question	How do you think other people think you feel when you go to the gym?
Closure	(Mention the highlights of what was said) Like I mentioned before, I will be using this information to see what patterns there are in the gym subculture to find some insights and reflect on what all of the information means. Thank you for your time.

11. Audio recording link

<https://drive.google.com/file/d/1T-x71ubCfDcA0jzRPHBxx-nVHM1d0zf8/view?usp=drivesdk>

12. Transcript first interview

Transcript	
Interviewer 00:02:00.12	Hi can you hear me?
Participant 00:02:03.4	Yeah.
Interviewer 00:02:05.05	Okay so are you ready to do the interview?
Participant 00:02:07.26	Yes.
Interviewer 00:02:09.11	Okay so I just need to start off just by giving an overview or an introduction.
Participant 00:02:18.27	Mhm.
Interviewer 00:02:18.11	By the way I hope it's okay with you if I record. Is it okay if I do so?
Participant 00:02:31.12	Yes it's fine.
Interviewer 00:02:33.16	Your name won't be used or anything like that, it's just for an assignment. It is for gathering data.
Participant 00:02:39.22	It's okay, I'm not shy anyway.
Interviewer 00:02:41.21	Okay so the objective for this interview is to understand the gym sub-culture. So people who go to the gym. I would like to know what your relationship with the gym is like and what motivates you to go to the gym. I'll be asking some questions about your opinion on diet, friends, family and social media regarding you going to the gym. I'll be using this information to see what patterns there are in the gym subculture and to find some insights as well as to reflect on what all of the information means. This interview will be at least 30 minutes, I mean if it will take longer that would be better for me because I will have more information. But if you don't want to answer any questions, then you don't have to. If you find something too personal, then you don't have to answer.
Participant 00:03:50.25	(Laughs) Okay.
Interviewer 00:03:51.18	There is no right or wrong answer, I would just like your honest opinions, I am interested in your experiences and your stories about going to the gym.
Participant	Should it be long answers?

00:04:02.05	
Interviewer 00:04:03.05	Yeah.
Participant 00:04:05.26	Okay and how would you use this information? Would you write an essay or do you make some statistics?
Interviewer 00:04:13.13	I am going to be looking at this data and analysing it with other information that I have to see some trends and if there is anything I could benefit from doing with further research. Things like that for me to compare my sources.
Participant 00:04:39.04	Okay, let's start.
Interviewer 00:04:41.06	So, when did you start going to the gym?
Participant 00:04:44.03	I think my first time was when I was about fourteen years old. It was when I first practiced with the men's Russian team. At this time I had no idea what the gym is and how it is supposed to be. Later it was fine for me. However, my parents were kind of afraid that I might be working with some heavy things and that's the only thing I remember properly about my first times.
Interviewer 00:05:38.21	And you said you first had no idea about the gym so how did you find out in the first place?
Participant 00:05:51.16	So first of all I practiced with my team and the coaches, and the coaches provided us with the right information about how the work should be at the gym and how much we should practice. Also with which weights we should work with. And also about our diet and hydration during the practices.
Interviewer 00:06:19.00	Okay thank you. And How often do you go to the gym regularly at this moment?
Participant 00:06:26.09	It's really depends, but I think it's about two times a week. It might be lower like one time or higher like three times but on average, two times per week.
Interviewer 00:06:51.13	And so, what exactly does it depend on? Why sometimes three times or two times or even once?
Participant 00:06:59.18	So sometimes I go to the gym with my team as a part of the training process, but when I have more study things to be concerned about, I don't go to the gym with my team. I would probably work alone at the gym instead. It also depends on my health conditions. If I feel like I am too tired from some mental work like studying, I won't go to the gym. I will have some mental rest from studying.
Interviewer 00:07:58.13	And so this team is the hockey team where you found out?
Participant 00:08:05.00	Yes, a hockey team.
Interviewer 00:08:08.24	So why is it important for you to go to the gym?
Participant 00:08:13.25	I mean like especially for athletes, it's an essential part of the training process because in the field or pitch you practice more technical things and in the gym you work on your endurance, your strength, your agility, also some flexibility things.
Interviewer 00:08:53.20	What activities do you do at the gym for things like your endurance and flexibility and stuff?
Participant 00:09:05.29	For example my practice in the group, it starts with a warm up and it should be like some running or some fast actions which will warm me up and give me more flexibility for the further training. And also some flexibility, like we have kettlebells and with them we do some long range motions to warm up like precisely some separate muscles. Or we are doing some stretching, for flexibility it could be any exercises on the lower or upper parts of our body. Then we go to the main part. If I am doing it on my own, I do about four to five exercises and each one is for four or three series. If we go to the gym with the team we are doing circular practice. We

	have three to six stations. And if you go from first station then you go to the second, the third and etcetera. You have about like four circles through the training. Then you have something like for the end of the practice you also do some stretching because you have like muscles really compressed, but something about compressed your body and you need to release the tension of your muscles and also do some stretching things. It could be with the roller, the roller is something like cylinder and its empty inside. The shape on the outside is small bubbles or something like that and you put it under your back and just roll on it. Then you also release the tension out of your back. Because I think that the back is an extremely important part of the body because it holds all the muscles that you have and if you have some problems with the back, it is good if you have some injury or just some pain. That's it probably.
Interviewer 00:12:38.21	Thank you, and what's your favourite exercise to do? What exactly do you enjoy the most about your gym experiences?
Participant 00:12:52.06	I like doing bench press, but I have no idea why, probably because when we were younger it was the most competitive exercise where you can put the most weight and it was fun to compete with your team mates who will do the biggest weight and so on. But it's really not like stupid, but it's just the thing I got used to probably. To do more of this than other things.
Interviewer 00:13:42.13	What do you usually do before and after you go to the gym? I mean before you go to the building of the gym.
Participant 00:13:54.26	I have a gym building in my apartment so it is easy for me, but it doesn't matter really. Probably I take care of my breakfast surely because it shouldn't be too fat. It should contain a lot of proteins and carbohydrates to have some energy and to have some let's say molecular building materials for your muscles. With my gym stiff I also take care of my water bottle because it's important to stay hydrated, and immediately when I go home from the gym, the first thing I do is I don't go to the shower, I eat. Because you have this carbohydrates window which you need to close. I mean thirty minutes after you practice, you have a peak of your protein absorption and carbohydrates absorption so you need to equalise the level of carbohydrates and protein in your body so you eat first to let the muscles grow. Then also you control your hydration condition. After that you go to the shower and it's I think a personal thing with somebody who prefers cold showers and if somebody prefers warm ones, but for me personally I like warm shower because after that I feel like a new person.
Interviewer 00:15:51.26	You said you bring things like you pack your gym stuff - like your water bottle because it's important to stay hydrated. Is there anything else that you bring with you when you're going to the gym?
Participant 00:16:06.27	It really depends where I go because I have some stuff which I don't have here in my gym at home but I have it in our hockey team gym. So if we are speaking about like some gym subculture, probably I should speak about my home gym. I also take the roller for warm up of my muscles, I also take some carpet, I mean like gym carpet you know like a mat. Also some, how do you call it like when you have a rope in your arms and you-
Interviewer 00:17:02.23	Like an elastic band?
Participant 00:17:04.10	Yeah, that thing. And probably that's it for my personal training.
Interviewer 00:17:15.04	Where do you get these things from?
Participant 00:17:20.13	From the E-shop. I mean this mat and roller, I got from the E/shop and this elastic band, I bought it in some sport shop here in Bratislava shopping centre.
Interviewer 00:17:49.16	So you got it from a shopping centre? You didn't order it online, so you could find it?

Participant 00:17:55.02	Yeah, I think like all of these things you can buy in the shop, but probably from the E-shop I mean like in the case with mat and roller, which I bought through the E-shop, it will cost you less from the E-shop.
Interviewer 00:18:14.21	Okay, what do you usually eat in a day?
Participant 00:18:24.05	Like normally? I mean like when I go to the gym or when I go to the gym? Or it doesn't matter?
Interviewer 00:18:30.22	Just regularly.
Participant 00:18:38.03	Okay, for breakfast I think I only have three options. First one is let's say it's scrambled eggs with sausages and some bread and coffee. Then second option is let's say oatmeal with some berries or banana or strawberries in it. And third option is like with some cottage cheese and some berries and fruits.
Interviewer 00:19:37.05	Like an omelette?
Participant 00:19:38.14	No no no, I mean cottage cheese. And for my lunch, I usually try to get some soup and also some meat. It doesn't matter if it's like pork, beef or chicken with some rice or potatoes or some noodles. Like pasta. And usually for my evening I try to have some like balanced meal. It's somehow probably, not like the same thing but it could be similar to my lunch, then I have some snacks like fruits or some, I don't know, some croissant or something like that. That's it probably.
Interviewer 00:20:54.16	Do you think it's important for you to have a healthy diet?
Participant 00:21:02.08	Yes, sure, because I remember the days when I didn't really care about my diet for example you can not eat like fast carbs before and after you go to the gym like some burgers or something like fast food. Any crunchy things like I don't know McDonalds, Subway, KFC, or Burger King because you feel really full and it's harder to move in the gym and also you feel kind of bad after the gym.
Interviewer 00:21:49.18	You said sometimes that you practice with your hockey team in the gym, when you practice alone in the gym, have you met anyone that you are close with or have you made any friends there?
Participant 00:22:21.09	In the gym, I think no. Because when I practice at home, the age group of people is really spread out so there are people like usually there much older than me and I feel like it's kind of weird to get to know them. So probably my answer is no for this one.
Interviewer 00:23:14.07	When you're practicing with your team mates, do you sometimes talk to each other while you're working out?
Participant 00:23:26.05	Yeah sure, a lot of jokes and also we are helping each other sometimes when someone is doing an exercise wrong. So I think it's really helpful to go to the gym with some friends or some group because it's really helpful. Like you also have some motivation to try to work harder and if you have some problems like if you are not sure about the weights that you can handle, you can ask somebody for help like to check if everything is alright. And probably for the last exercises they can help you with like bench press, they can hold this weight and I think it's really helpful and yeah. That's it.
Interviewer 00:24:45.24	What motivates you to always go to the gym?
Participant 00:24:50.25	My muscle condition and also my health condition. Because in the gym I try to somehow combine the power, strength training and also some cardio training. And if I don't do strength practice, it doesn't really bother me but if I do cardio things I feel really exhausted all the time probably because your blood flow is not that fast as I used to because like I had practices almost every day for almost 10 years and I feel really bad when I miss some trainings. And probably this like motivation from the health side but muscle wise I think also all athletes can confirm if you don't go to the

	gym or just don't practice for a long time maybe like two weeks, your muscle mass starts to decrease. It happens like because muscles also should have some condition and if you don't keep practicing, your body starts to absorb proteins which are your muscles because you don't use them so I think practicing in the gym are also about some regularity.
Interviewer 00:26:53.19	So for you it's really really important to look after your health, so how are you tracking your health and what kind of goals do you set?
Participant 00:27:12.25	I am setting goals not for my health probably, I don't really care about my weight because I know it's really hard to control your muscle and fat mass. Because when you weight you don't actually know if you have more muscles or if you have more fat. So if I look at myself in the mirror and I see that I have a beer belly, it will motivate me to go to the gym but you know I'm just kidding. Probably I weight myself sometimes but I also set some goals of what I do in the gym. When I go regularly on my own, I try to at least somehow increase the weight during the exercises or do more exercises to improve myself.
Interviewer 00:28:38.16	If on some days you don't feel motivated to go to the gym even though you know you need to go, what would you do?
Participant 00:28:50.05	I don't really have this moment, probably drink some coffee, I know it's not really helpful to drink coffee before the practice but probably that's the best thing to do to get some sugar because sometimes you feel exhausted or just lazy just because you are having low sugar so if you have more sugar you are feeling better. Also something that motivates you is your mood after going to the gym because you are feeling like hyped and also you have something like runner's high when you are feeling not like high but feeling well after doing some exercises and throughout like ten years I get well with this feeling and this feeling also motivates me to work on myself.
Interviewer 00:30:07.21	What role do you think social media plays in the gym subculture?
Participant 00:30:14.19	Social media, I think that right now it has enormous influence on the masses because like I realised how the number of people who regularly go to the gym has increased and I think also it's motivation for some guys and girls who are feeling like somehow ashamed probably about their bodies because they think probably it's not true that they're looking like somehow bad because I don't judge people but probably people don't want to look bad and if they are not satisfied about their body appearance so they have motivation from social media, they have some instructions and they can find coaches to arrange suitable times for them also they can pick some diet from other things in social media and also they can like find some suitable gym for them so I think the role is really important and it also has big influence on masses of people.
Interviewer 00:31:56.10	Does this affect or influence your motivation as well in any way?
Participant 00:32:04.15	I would say no but most of the time no, but in some special moments yes. Because all of these gym mentors they have like really good motivation speeches and it can also motivate you not only to go to the gym and work on yourself but work on yourself out of the gym. So I mean with studying or in like overall life, so to be a better person I would say.
Participant 00:32:57.02	And also, I think that this like nowadays, it has offers some positive sides in which like gym can replace some bad habits because for example for me, I have a relief when I practice properly with my team more than when I go to the gym alone, but for some people who are more like concerned about their academic life, when they were younger probably at some age at about sixteen or seventeen or eighteen years, they just acknowledge that they have that much movements in their lives and the gym is the place where they can go and do some movement. Because at these stage when you are twenty you could already have some problems with the back, or with the knees, or with anything so I think from this side it's also an important and essential

	thing in like teenagers side because it could fulfil their gap in the timetable or just fulfil their lack of movement in everyday life.
Interviewer 00:34:48.02	How do your friends and family and people who are close to you feel about you going to the gym?
Participant 00:34:58.12	I think probably that they appreciate it, I mean overall they appreciate it but from the family side there is some concerns sometimes that I might practice too much or have some heavy weights in the gym so they have a concern but also appreciation from the family side. From the friends side, I think all of them think that it's an excellent thing, also most of my friends like go to the gym so I think it's some good environment, gym wise and a good environment around me. Also have some appreciation and some motivation from the outside of the gym.
Interviewer 00:36:10.27	How does going to the gym make you feel personally?
Participant 00:36:23.03	In what way?
Interviewer 00:36:27.02	Like overall from your whole experiences since you started going when you are fourteen, like how does that make you feel?
Participant 00:36:40.02	Like as a person?
Interviewer 00:36:41.20	Yeah.
Participant 00:36:43.28	I think that it's all some area where you can be good at and it's not only some strength side of the gym, you also have some theoretical side and I think that personally, I started feeling better because you know that going to the gym it provides not only like muscle growth but also your mental health and your knowledge in nutrition and diet and also you can get to know some muscles and their structure and which exercises are right, so overall I think that it not changed my life but it had some influence on my personality and also has some impact on like what I am now like personalised.
Interviewer 00:38:06.20	Okay that's pretty much it. So like I said before, I'm just going to be using this information to see the patterns and everything in the gym subculture to find these insights and reflect on what all the information means. So thank you so so so so so so much this has like helped me so much.
Participant 00:38:33.18	You're welcome. One thing, do you need more people for this research or not?
Interviewer 00:38:37.01	I only need one more person and I'm just going to ask Patrik so yeah.
Participant 00:38:42.09	Aha, so you have it, because if you would like some information you could ask do you remember Elise Barbier?
Interviewer 00:38:50.12	Elise?
Participant 00:38:52.21	Elise yeah, it's Victor's sister.
Interviewer 00:38:56.17	Oh yeah, I think yeah.
Participant 00:39:03.26	So if you find her on instagram she is trying to do some gym instruction and she's really into it so I think if you would like some information about your research you could ask her because I think she would be really helpful.

13. Methodological learnings

Good interview skills

Example 1

Waiting until the end of the interview for the participant to have their own input of information without being asked a question.

Participant 00:38:33.38	You're welcome. One thing, do you need more people for this research or not?
Interviewer 00:38:37.01	I only need one more person and I'm just going to ask Patrick so yeah.
Participant 00:38:42.08	Aha, so you have it, because if you would like some information you could ask do you remember Elise Barber?
Interviewer 00:38:50.13	Elise?
Participant 00:38:52.21	Elise yeah, it's Victor's sister.
Interviewer 00:38:54.17	Oh yeah, I think yeah.
Participant 00:39:03.26	So if you find her on Instagram she is trying to do some gym instruction and she's really into it so I think if you would like some information about your research you could ask her because I think she would be really helpful.

Explanation

There was a comfortable environment between me and the participant and he was willing to share further information that could really benefit me. From conducting this interview, the participant had previously mentioned how him and his team mates help each other at the gym and support each other. I can tell that the gym culture is very inter-connected from this data. Social connections are beneficial for many reasons and in some way, I felt a step closer to being immersed in the sub-culture.

Example 2

My questions were open which led the participant to share long stories with me that I could use to gather useful data.

Participant 00:30:14.19	Social media, I think that right now it has enormous influence on the masses because like I realized how the number of people who regularly go to the gym has increased and I think also it's motivation for some guys and girls who are feeling like somehow advanced probably about their bodies because they think probably it's not true that they're looking like somehow bad because I don't judge people but probably people don't want to look bad and if they are not satisfied about their body appearance so they have motivation from social media, they have some instructions and they can find coaches to arrange suitable times for them also they can pick some diet from other things in social media and also they can like find some suitable gym for them so I think the role is really important and it also has big influence on masses of people.
Interviewer 00:31:56.10	Does this affect or influence your motivation as well in any way?
Participant 00:32:04.15	I would say no but most of the time no, but in some special moments yes. Because all of these gym mentors they have like really good motivation speeches and it can also motivate you not only to go to the gym and work on yourself but work on yourself out of the gym. So I mean with studying or in like overall life, so to be a better person I would say.
Participant 00:32:57.02	And also, I think that this like nowadays, it has offers some positive sides in which like gym can replace some bad habits because for example for me, I have a relief when I practice properly with my team more than when I go to the gym alone, but for some people who are more like concerned about their academics life, when they were younger probably at some age at about sixteen or seventeen or eighteen years, they just acknowledge that they have that much movements in their lives and the gym is the place where they can go and do some movement. Because at these stage when you are twenty you could already have some problems with the back or with the knees, or with anything so I think from this side it's also an important and essential thing in like teenagers side because it could fill their gap in the timetable or just fill their lack of movement in everyday life.

Explanation

My open questions allowed the participant to elaborate and give truthful personal experiences that have happened in the past. His responses were very detailed and he applied many At 00:32:57.02 I was about to ask another question I had in mind, but instead I had paused for a little bit in case the participant had more to say. This was favourable for me, as they had continued to explain their previous point in further detail.

Example 3

My follow up questions relate to relevant points the participant that were not otherwise stated in my protocol.

Interviewer 00:21:49.18	You said sometimes that you practice with your hockey team in the gym, when you practice alone in the gym, have you met anyone that you are close with or have you made any friends there?
Participant 00:22:21.09	In the gym, I think so. Because when I practice at home, the age group of people is really spread out so there are people like usually there much older than me and I feel like it's kind of weird to get to know them. So probably my answer is no for this one.
Interviewer 00:23:14.07	When you're practicing with your team mates, do you sometimes talk to each other while you're working out?
Participant 00:23:26.05	Yeah sure, a lot of jokes and also we are helping each other sometimes when someone is doing an exercise wrong. So I think it's really helpful to go to the gym with some friends or some group because it's really helpful. Like you also have some motivation to try to work harder and if you have some problems like if you are not sure about the weights that you can handle, you can ask somebody for help like to check if everything is alright. And probably for the last exercises they can help you with like bench press, they can hold this weight and I think it's really helpful and yeah. That's it.
Interviewer 00:24:45.24	What motivates you to always go to the gym?
Participant 00:24:50.25	My muscle condition and also my health condition. Because in the gym I try to somehow combine the power, strength training and also some cardio training. And if I don't do strength practice, it doesn't really bother me but if I do cardio things I feel really exhausted all the time probably because your blood flow is not that fast as I used to because like I had practices almost every day for almost 10 years and I feel really bad when I miss some trainings. And probably this like motivation from the health side but muscle wise I think also all athletes can confirm if you don't go to the gym or just don't practice for a long time maybe like two weeks, your muscle mass starts to decrease. It happens like because muscles also should have some condition

Explanation

The questions asked at 00:21:49.18 and 00:23:14.07 were not in my questions for the protocol. I had incorporated what the participant had said to make a question that would be more relevant to his situation. By doing so, the participant gave me a very clear and thoughtful answer.

Interview skills that need improvement

Example 1

Some of the questions were not specific and straightforward for the participant to answer right away.

Interviewer: 00:18:14.21	Okay, what do you usually eat in a day?
Participant 00:18:24.05	Like normally? I mean like when I go to the gym or when I go to the gym? Or it doesn't matter?
Interviewer: 00:18:30.22	Just regularly.
Participant 00:18:38.03	Okay, for breakfast I think I only have three options. First one is let's say it's scrambled eggs with sausages and some bread and coffee. Then second option is let's say oatmeal with some berries or banana or strawberries in it. And third option is like with some cottage cheese and some berries and fruits.
Interviewer: 00:19:37.05	Like an omelette?
Participant 00:19:38.14	No no no, I mean cottage cheese. And for my lunch, I usually try to get some soup and also some meat. It doesn't matter if it's like pork, beef or chicken with some rice or potatoes or some noodles. Like pasta. And usually for my evening I try to have some like balanced meal. It's somehow probably, not like the same thing but it could be similar to my lunch, then I have some snacks like fruits or some, I don't know, some croissant or something like that. That's it probably.

Explanation

Because of the uncertainty at the beginning, the answer of the participant was shorter than most of his other answers. If the question had more clarity, it would have been easier for him to answer.

Example 2

Interrupting with irrelevant questions. This could be avoided if I listened more carefully.

Participant 00:18:38.03	Okay, for breakfast I think I only have three options. First one is let's say it's scrambled eggs with sausages and some bread and coffee. Then second option is let's say oatmeal with some berries or banana or strawberries in it. And third option is like with some cottage cheese and some berries and fruits.
Interviewer: 00:19:37.05	Like an omelette?
Participant 00:19:38.14	No no no, I mean cottage cheese. And for my lunch, I usually try to get some soup and also some meat. It doesn't matter if it's like pork, beef or chicken with some rice or potatoes or some noodles. Like pasta. And usually for my evening I try to have some like balanced meal. It's somehow probably, not like the same thing but it could be similar to my lunch, then I have some snacks like fruits or some, I don't know, some croissant or something like that. That's it probably.

Explanation

If I had been more of an active listener, I wouldn't need to ask questions in the middle of the participant's explanation. He had a good flow while he was speaking, and interrupting can disturb his train of thought. This is not good because then he probably would say less than he initially intended to, due to my interrupting, irrelevant question.

Example 3

I could have given a better explanation to what I am going to do with the interview.

00:04:03.05	
Participant 00:04:05.26	Okay and how would you use this information? Would you write an essay or do you make some statistics?
Interviewer 00:04:13.13	I am going to be looking at this data and analysing it with other information that I have to see some trends and if there is anything I could benefit from doing with further research. Things like that for me to compare my sources.
Participant 00:04:39.04	Okay, let's start.

Explanation At the beginning I was quite nervous to be doing an interview after a very long time. I did not specify that the data is going to be put into my research journal for my research and design class. I think if I added this information to my protocol, then the participant would have a better understanding for the purpose and intentions of the interview.

14. Follow-up curiosities:

I understood the importance of a healthy lifestyle for this participant of the gym sub-culture. He explained in depth the theoretical aspects of his diet which is planned accordingly to when he goes to the gym. It would be better if I asked some questions about an average daily routine, because I did not get enough insights about this type of information. Going to the gym with his team mates is also important as going alone, and he finds it more motivating and helpful when he goes with his friends or team mates because there is an audience. I found it interesting to see that social media does not greatly affect this participants view of going to the gym. He is more interested in taking care of his overall health than his appearance for going to the gym. Being healthy and in good condition is what motivates him to continue to go to the gym. It's this positive feeling of knowing he is taking care of his body that motivates him to keep exercising. How do people who go to the gym formulate their diet in their daily routine? Are there any temptations or triggers to indulge into unhealthy habits?

- What upbringing led gym members to start going to the gym?
- How has parental guidance influenced gym goers experiences?
- How have gym members been inspired to keep going to the gym?
- What are important lessons that gym members have learnt to keep in shape?
- In what ways do gym members apply theoretical knowledge about the human body to gym activities?
- What factors contribute to motivating you to stay healthy?
- What other benefits and opportunities have come your way from your experiences going to the gym?
- How has travelling influenced or impacted you in your gym experiences?

Week 1.5: Ethnographic interview 1

15. Ethnographic interview Set-up

- 15.1. Objective of the ethnographic interview: The objective of this interview is to understand more about the upbringing and how people initially became introduced in the gym subculture. I would like to understand what factors involve the participant to keep going back to the gym or what makes them motivated. I intend to gather information about practical and theory related subject matter of the gym subculture to gain a better understanding of it's core fundamentals.
- 15.2. Related Research questions:
- What upbringing led gym members to start going to the gym?
 - How has parental guidance influenced gym goers experiences?
 - How have gym members been inspired to keep going to the gym?
 - What are important lessons that gym members have learnt to keep in shape?
 - In what ways do gym members apply theoretical knowledge about the human body to gym activities?
 - What factors contribute to motivating you to stay healthy?
 - What other benefits and opportunities have come your way from your experiences going to the gym?
 - How has travelling influenced or impacted you in your gym experiences?
- 15.3. Participant: The participant is plays for a professional hockey team for Slovakia. This means he is quite a successful athlete and goes to the gym on a regular basis. As a professional hockey player, he requires professional coaching and training at the gym, therefore, I would like to understanding of the participant's involvement within the gym subculture.
- 15.4. Relevance of participant's profile: It is relevant to interview this person because they are very committed in the gym subculture with professional coaches. It is a part of their career to be going to the gym.
- 15.5. Resources: I will be calling the participant on my phone and recording the interview on my iPad. During the interview I will also be taking notes to help me asking follow up questions for important information which may not be in the protocol.

16. Ethnographic interview protocol

Introduction	Hi, my name is Cat and the objective of this interview is to understand gym subculture. I hope you don't mind if I record while we speak so that I can make this into a transcript for my research journal. Is that okay with you? I would like to know what your relationship with the gym is like and what motivates you to go to the gym. I want to know everything about your involvement with the gym, how you started and what it's like for you now. This interview will be used for a research assignment for school and your name will not be included. I will be using this information to see what patterns there are in the gym subculture to find some insights and reflect on what all of the information means. There are no right or wrong answers to these questions, I am interested in your experiences and stories. The interview will be at least 30 minutes and if you don't want to answer any questions, then you don't have to. If you have any questions before we begin, please let me know .
Grand tour question: Specific tour	Could you describe to me the point in your life where you decided to start going to the gym?

Grand tour question: General overview	Could you tell me what you usually do at the gym?
Experience question	Could you tell me about the last time you went to the gym?
Hypothetical- Interaction question	If it weren't for (what made them start going to the gym), do you think you would still be exercising as much as you do now?
Experience question	Could you tell me about an experience where you felt like going to the gym made you feel accomplished?
Experience question	Could you tell me about some experiences you've had going to the gym in a different country/ies?
Grand tour question: General overview	Could you tell me what usually motivates you to go to the gym?
Example question	Can you give me an example of how you get motivated to go to the gym when you are not in a good mood?
Experience question	Could you tell me about some experiences you've had going to the gym with your team mates?
Experience question	Could you tell me about some experiences you've had going to the gym alone?
Language question	What do you call it when you have a friend or a coach helping you lift the weight?
Hypothetical- Interaction question	If you didn't have a team mate or coach in the gym to help you lift the weight, what would you do?
Grand tour question: Specific Tour	Could you tell me about your parent's involvement with you going to the gym?
Grand tour question: Task related grand tour	Could you show me some of the gym equipment you have at home for exercises and stretching?
Direct-Language Question	What is that equipment called and what is it used for?
Direct-Language Questions	What is the equipment called to measure how much muscle you have?
Grand tour question: General Overview	Could you tell me some things you have learnt while being at the gym?
Grand tour question: Specific tour	Tell me what you have discovered about yourself since you started going to the gym.
Example question	Could you give some examples of what your coach will say to you to motivate you?
Hypothetical- Interaction Question	If I were to start going to the gym tomorrow, what is one important piece of advice you would give me?
Conclusion	(Mention the highlights of what was said) Like I mentioned before, I will be using this information to see what patterns there are in the gym subculture to find some insights, new information and reflect on what all of this information means. Thank you for your time.

17. Audio recording link

https://drive.google.com/file/d/1F7XrSexNEEX6Z1kNFy2BKQrRrd8w_cde/view?usp=drivesdk

Transcript

Interviewer 00:00:10.31	Hi can you hear me?
Participant 00:00:12.45	Hey how's it going?
Interviewer 00:00:13.62	Hi, I'm good thank you. How are you?
Participant 00:00:17.14	Good thank you
Interviewer 00:00:18.56	Alright so can I get started with this interview now?
Participant 00:00:23.82	Absolutely.
Interviewer 00:00:24.71	Alright so I just need to give a little overview or introduction about everything. So I'll just start off by saying that; my name is Cat and the objective for this interview is just to understand a little but more about gym sub-culture and – by the way I hope you don't mind if I'll record while we're speaking because I need to make this into a transcript for my research journal, so is that okay with you?
Participant 00:00:58.90	Yeah no worries at all.
Interviewer 00:00:59.93	Okay, thanks. So I would like to know what your relationship with the gym is like, things like what motivates you to go to the gym. I basically want to know about your involvement, how you started and what it's like for you now. This interview is just going to be for my research assignment for school. Your name is not going to be included or anything like that. This is just going to be used for looking at different patterns of the gym sub-culture and to find some insights and reflect on what all the information means. So I just want to also let you know that there is no right or wrong answers to any of the questions that I'm about to ask. I just am interested in all of your personal experiences and your stories.
Participant 00:01:55.51	Okay, sounds good
Interviewer 00:01:57.80	Yeah, so this interview needs to be at least thirty minutes, and also if you don't feel comfortable with answering any questions that I'm going to ask then you don't have to. If you have any questions before we start then you can ask me now.
Participant 00:02:20.62	No, I don't have any questions. That was pretty straightforward.
Interviewer 00:02:24.98	Alright.
Participant 00:02:26.16	Yeah.
Interviewer 00:02:26.72	Okay great thanks. Okay so first question. Hold on I just need to get something for writing down some notes.
Participant 00:02:37.53	Okay.
Interviewer 00:02:47.74	Okay, so could you please tell me the point in your life when you decided to start going to the gym?
Participant 00:03:02.03	The first time I actually started going to the gym and training, I believe I was about fourteen years old.
Interviewer 00:03:13.85	Could you please tell me a little bit more about what was happening in your life at the time?

Participant 00:03:21.99	Yeah, so, around fourteen years old I decided to get a little bit more serious about playing hockey. I played hockey since I was a little kid and my friends around me and other people I played hockey against started training off the ice in the gym. And so that's when I decided to take up going to the gym and working out with a trainer. It was in a small group with other hockey players.
Interviewer 00:04:13.12	Could you tell me a little bit about what you usually do when you are at the gym?
Participant 00:04:21.31	Yeah so when we were at the gym when I was younger, I wasn't so much about lifting heavy weights but more about getting the fundamentals and mechanics of proper exercises that we were doing in the gym. So like how to squat properly, how to properly do a power plane and all the exercises we did with relatively light weight until we got the mechanics and fundamentals of the movements down. Then once we understood how to properly do the exercises, is when we started adding more weight and trying to lift more heavier.
Interviewer 00:05:23.02	Could you tell me what did you do the last time you went to the gym?
Participant 00:05:31.87	The last time I went to the gym was this morning and we did some exercises with a medicine ball, like passing the medicine ball back and forth to each other, we did some lateral jumps onto a box jump, we did some split squats and yeah that was about it.
Interviewer 00:06:24.67	If you wouldn't play hockey, do you think you would still be going to the gym and exercising as much as you do now?
Participant 00:06:38.79	I definitely think I would be going to the gym and staying active and staying fit. I don't think I would be going as much as I do now because of hockey but I definitely think I would be going at least a couple times a week and just try to stay as active as I could.
Interviewer 00:07:10.45	Could you tell me a little bit about an experience where you felt like going to the gym made you feel accomplished?
Participant 00:07:22.96	Yeah so in the summer, it's the off season for hockey obviously, so I go to the gym Monday to Friday every morning at nine am and just for example on a Monday morning going to the gym at nine, getting an hour or an hour and a half workout, getting home at ten thirty in the morning, and having the rest of the day to kind of do whatever you want, to me that's an amazing feeling. Just getting your hard work done early in the morning and out of the way and then getting to go and do whatever you want later in the day so that would be a feeling when I feel really accomplished, when I get my workouts done early in the morning.
Interviewer 00:08:18.23	Could you tell me about some experiences you've had going to the gym when you're in another country?
Participant 00:08:32.50	Yeah so me personally, I'm from Canada so this is my first year over here in Slovakia and I would say the main difference over here in Slovakia is they do a lot of exercises and movements with no weights, like a lot of body weight stuff and that's what I've noticed is the biggest change from working out home in Canada to working out here in Slovakia/
Interviewer 00:09:05.39	What do you think about that?
Participant 00:09:11.96	I think it's good, back home in Canada sometimes trainers think the only thing that's important is trying to lift as heavy as possible. It can be pretty hard on your body and you're super sore after working out like that. So here when you go to the gym and you're doing mostly body weight stuff and movement exercises, I've found that my body feels not as sore and it feels more loose after working out here in Slovakia.
Interviewer	Could you tell me about what usually motivates you to go to the gym?

00:09:55.40	
Participant 00:10:06.06	My motivation would be to try and get into as best shape as possible. Then also when I work out, I work out with a few other friends and it's almost like a friendly competition who can get into the best shape throughout the summer. So I would say that's my motivation.
Interviewer 00:10:41.25	Can you give me an example of how you get motivated to go to the gym when you're maybe not in a good mood?
Participant 00:10:53.44	Yeah so when I wake up and I'm not really in the mood to go to the gym, I try and remind myself that it's going to feel great once the workout is over. Like you mentioned earlier, once I finish a workout, especially on the days where I'm not feeling the greatest or not feeling like going to the gym, I feel very accomplished once the workout is over. And so that's what I try to tell myself on the days where I feel lost and I don't feel like going to the gym.
Interviewer 00:11:30.44	Could you tell me also, you know how you said you work with a trainer in a small group, is that with your team mates?
Participant 00:11:41.53	No it's just like other hockey players of different teams but we're all from the same city if that makes sense.
Interviewer 00:11:49.12	Could you tell me about your experiences when your going to the gym with them?
Participant 00:11:57.28	Yeah so my experiences have been really positive like, sometimes I'll wake up and I don't feel like going to the gym at all, but having those friends that I work out with kind of gives me the extra push to go to the gym and also it makes it a lot more fun when your friends are there and it's a little bit of a social aspect to working out. Especially when you need a little bit of motivation and your friends are there to give you that motivation so definitely makes working out a lot more fun when you have friends to work out alongside of you.
Interviewer 00:12:47.47	Could you tell me how you feel in comparison when you are going to the gym alone?
Participant 00:12:57.83	I would definitely feel not as happy going to the gym alone, I would way rather go to the gym with a couple of friends. And yeah.
Interviewer 00:13:16.11	What do you call it when you have a friend or a coach lift the weight?
Participant 00:13:31.50	Like a spotter?
Interviewer 00:13:36.24	Yeah, like is that when they help you lift up the weight when you're struggling?
Participant 00:13:41.02	Yes, yes.
Interviewer 00:13:47.64	If you didn't have a team mate or a coach in the gym to help you lift a heavy weight, what would you do instead?
Participant 00:14:01.01	I'd probably not put on as heavy of a weight just in case if I wasn't able to lift it up so I wouldn't be like stuck or also at the gym you know a squat rack, there are safety bars I guess so like say if you can't lift up a weight, the bars will catch the weight then you can get out from underneath of the bar if that makes sense kind of.
Interviewer 00:14:41.73	Could you tell me about you parent's involvement with you going to the gym?
Participant 00:14:49.90	My parent's involvement, they haven't been too involved with me going to the gym, they just always encouraged me and told me from a young age that it's important to go to the gym and to stay in shape, and get stronger so, yeah I would say that they've just always been there just encouraging me to go and stay active
Interviewer	Do you have any gym equipment at home or anything like that?

00:15:23.95	
Participant 00:15:33.94	The only gym equipment that I have at home is some free weights and a medicine ball, and that's about it when I want to get in a quick workout, I'll just use the little equipment that I have at home, I don't have much.
Interviewer 00:16:01.02	So a medicine ball and what was the other one?
Participant 00:16:04.80	Just some free weights like dumbbells.
Interviewer 00:16:10.98	How do you use that equipment and what do you use it for?
Participant 00:16:15.69	The medicine ball, I use a a lot for like core exercises, the the free weights I used for like dumbbell or bench press or curls or shoulder press just exercises like that.
Interviewer 00:16:45.67	With these exercises, what are they good for? For example you said with the medicine ball that's for core exercises but what about the others?
Participant 00:16:57.85	So with the dumbbells they'd be good for your arms, your biceps and your triceps. An also you can use the dumbbells in your hands to squat or like split squat, they'd be good for your legs.
Interviewer 00:17:28.21	What is the equipment called that you use to measure how much muscle you have on your body?
Participant 00:17:47.45	I don't know, like a body mass scale?
Interviewer 00:17:55.75	And how do you use that?
Participant 00:18:00.25	To like measure the muscle of your body.
Interviewer 00:18:03.24	So it's like a scale that you step on?
Participant 00:18:06.91	To be honest I don't really know, one machine that I've heard of that can be use to tell the muscle of your body is a scanner, like your body will get scanned then this machine will tell you the muscle you have on your body. But that's the only machine I've heard of that I can tell you about.
Interviewer 00:18:40.62	Could you tell me about some things that you have learnt while being at the gym?
Participant 00:18:53.19	A couple of things I've learnt from being at the gym would be how to properly do exercises, there is a lot of people that go to the gym and don't really know how to properly complete a movement or an exercise and that can lead to injuries. So I would say how to properly do exercises and how to work out and do as many exercises as you want but unless you're eating properly you're not going to see as good of or any gains in the work that you put in at the gym.
Interviewer 00:19:52.44	What exactly, like could you tell me a little bit more about what exactly you learnt about how to eat properly?
Participant 00:20:03.61	Yeah so probably since I started going to the gym it's just always been from my trainers telling me to get away from high sugar foods, fast-food obviously and you want to be eating like protein, carbohydrates and drinking lots and lots and lots and lots of water.
Interviewer 00:20:39.31	Can you tell me what have you discovered about yourself since you started going to the gym?
Participant 00:20:52.43	I discovered, probably the biggest thing I discovered is like before I started going to the gym I kind of viewed it as a chore and like I wouldn't actually go but since I have gotten into it and in a routine while having a group to go to the gym with, I have discovered that I do actually really enjoy going and I do enjoy staying active and being active.

Interviewer 00:21:38.66	Could you tell me some example of what a trainer is saying to motivate you while he or she is training you?
Participant 00:21:53.25	It would just be like to motivate you like; give me one more rep or you can do a couple more reps, or say you're doing an exercise that's timed, the trainer would say you only have five seconds left, like push through it, push through it.
Interviewer 00:22:21.39	If I was going to start going to the gym tomorrow, what is one important piece of advice that you would give me or that I should know?
Participant 00:22:35.78	My advice would be to start every exercise or every lift either start slow and work your way up or start light and work your way up.
Interviewer 00:23:03.47	Okay that's pretty much it, like I said before I'm just going to be using this information to find patterns from other research that I've done and find some insights with this new information and just reflect on what all of this means. So thank you so much for participating and thank you for your time. This has been really helpful for me.
Participant 00:23:32.11	Okay great, yeah, no worries, of course, anytime.
Interviewer 00:23:35.23	Thank you so much, bye.
Participant 00:23:37.52	Bye, see you.

18. Methodological learnings

Good interview skills

Example 1

Good follow up example question relating to previous grand tour question.

Explanation

Interviewer 00:02:47.74
Participant 00:03:02.03
Interviewer 00:03:13.85
Participant 00:03:21.99
Interviewer 00:04:13.12
Participant 00:04:23.31

Okay, so could you please tell me the point in your life when you decided to start going to the gym?
The first time I actually started going to the gym and training, I believe I was about fourteen years old.
Could you please tell me a little bit more about what was happening in your life at the time?
Yeah, so, around fourteen years old I decided to get a little bit more serious about playing hockey. I played hockey since I was a little kid and my friends around me and other people I played hockey against started training off the ice in the gym. And so that's when I decided to take up going to the gym and working out with a trainer. It was in a small group with other hockey players.
Could you tell me a little bit about what you usually do when you are at the gym?
Yeah so when we were at the gym when I was younger, I wasn't so much about lifting heavy weights but more about getting the fundamentals and mechanics of proper exercises that we were doing in the gym. So like how to squat properly, how to properly do a power plane and all the exercises we did with relatively light weight until we got the mechanics and fundamentals of the movements down. Then once we understood how to properly do the exercises, is when we started adding more weight and trying to lift more heavier.

The participant gave very short answers. I wanted to understand a bit more about what was happening in the background in this time period of their life. The grand tour question was a very open question which meant that I did not gain enough specific and detailed information that could be valuable. The follow up question provided me with the information that I needed.

Example 2

Good grand tour questions and follow up questions,

Participant 00:18:53.19
Interviewer 00:19:52.44
Participant 00:20:03.61
Interviewer 00:20:39.31
Participant 00:20:52.43

A couple of things I've learnt from being at the gym would be how to properly do exercises, there is a lot of people that go to the gym and don't really know how to properly complete a movement or an exercise and that can lead to injuries. So I would say how to properly do exercises and how to work out and do as many exercises as you want but unless you're eating properly you're not going to see as good of or any gains in the work that you put in at the gym.
What exactly, like could you tell me a little bit more about what exactly you learnt about how to eat properly?
Yeah so probably since I started going to the gym it's just always been from my trainers telling me to get away from high sugar foods, fast-food obviously and you want to be eating like protein, carbohydrates and drinking lots and lots and lots and lots of water.
Can you tell me what have you discovered about yourself since you started going to the gym?
I discovered, probably the biggest thing I discovered is like before I started going to the gym I kind of viewed it as a chore and like I wouldn't actually go but since I have gotten into it and in a routine while having a group to go to the gym with, I have discovered that I do actually really enjoy going and I do enjoy staying active and being active.

Explanation

The first response tells a personal story about what they have learnt being from the gym. All the information that I needed specifically about what they have learnt from being at the gym was gathered from the research questions. I was not steering and the participant elaborated more on the follow up question.

Interview skills that need improvement

Example

The question was not relatable or understandable.

Interviewer 00:17:28.21	What is the equipment called that you use to measure how much muscle you have on your body?
Participant 00:17:47.45	I don't know, like a body mass scale?
Interviewer 00:17:55.75	And how do you use that?
Participant 00:18:00.25	To like measure the muscle of your body.
Interviewer 00:18:03.24	So it's like a scale that you step on?
Participant 00:18:06.91	To be honest I don't really know, one machine that I've heard of that can be use to tell the muscle of your body is a scanner, like your body will get scanned then this machine will tell you the muscle you have on your body. But that's the only machine I've heard of that I can tell you about.

Explanation

The question was not very well thought. The participant did not understand what I was saying and I think I should have used better terminology that would make it easier to understand. We were asking each other questions back and fourth with short responses. This is not a good interviewing skill.

Example 2

The participant gave a very short answer and the follow up question was very steering.

Interviewer 00:13:16.11	What do you call it when you have a friend or a coach lift the weight?
Participant 00:13:31.50	Like a spotter?
Interviewer 00:13:36.24	Yeah, like is that when they help you lift up the weight when you're struggling?
Participant 00:13:41.02	Yes, yes.
Interviewer 00:13:47.64	If you didn't have a team mate or a coach in the gym to help you lift a heavy weight, what would you do instead?
Participant 00:14:01.01	I'd probably not put on as heavy of a weight just in case if I wasn't able to lift it up so I wouldn't be like stuck or also at the gym you know a squat rack, there are safety bars I guess so like say if you can't lift up a weight, the bars will catch the weight then you can get out from underneath of the bar if that makes sense kind of.

Explanation

My follow up question did not have an ethnographic approach. Instead it was very steering so that I could get what I wanted the participant to say. This was not the case.

Week 1.5: Ethnographic interview 2

19. Ethnographic interview Set-up

- 19.1. Objective of the ethnographic interview: The objective of this interview is to understand more about the upbringing and how people initially became introduced in the gym subculture. I would like to understand what factors involve the participant to keep going back to the gym or what makes them motivated. I intend to gather information about practical and theory related subject matter of the gym subculture to gain a better understanding of it's core fundamentals. My previous interview did not reach 30 minutes, so this interview will be longer and gain more insights with a new participant.
- 19.2. Related Research questions:
- What upbringing led gym members to start going to the gym?
 - How has parental guidance influenced gym goers experiences?
 - How have gym members been inspired to keep going to the gym?
 - What are important lessons that gym members have learnt to keep in shape?
 - In what ways do gym members apply theoretical knowledge about the human body to gym activities?
 - What factors contribute to motivating you to stay healthy?
 - What other benefits and opportunities have come your way from your experiences going to the gym?
 - How has travelling influenced or impacted you in your gym experiences?
- 19.3. Participant: The participant is 19 years old and he goes to the gym for fun. When he was younger he used to have professional coaching at the gym. At the moment, he goes to the gym in his own time with friends to get his body moving and to stay active.
- 19.4. Relevance of participant's profile: This person is relevant to interview because they have a different perspective than the other two participants. The participant is not involved with sport to be going to the gym. They go to the gym for fitness and because they find the going to the gym fun.
- 19.5. Resources: I will be calling the participant on my phone and recording the interview on my iPad. During the interview I will also be taking notes to help me asking follow up questions for important information which may not be in the protocol.

20. Audio recording link

<https://drive.google.com/file/d/1NdLhWz3iV7MO1gZkG59U0jJBVNBENAk9/view?usp=drivesdk>

Transcript	
Interviewer 00:00:04.31	Hi, my name is Cat and the Objective of this interview is to understand the gym subculture. I hope you don't mind if I speak while I record while we speak so that I can make this into a transcript for my research journal. Is that okay with you?
Participant 00:00:22.06	Absolutely.
Interviewer 00:00:23.49	Okay, So I would like to know what your relationship with the gym is like, what motivates you to go to the gym as well. I would like to know everything about your involvement with the gym, how you started out and what it's like for you now. This interview will be used for a research assignment for school and your name will not be included. I'll be using this information to see what patterns there are in the gym sub-culture to find some insights and reflect on what all of this information means. There are no right or wrong answers to these questions, I am interested in your experiences and your stories. This interview will be at least

	thirty minutes and if you don't want to answer any questions then you don't have to. If you have any questions before we start, you can ask me now.
Participant 00:01:23.27	Alright alright, I think I don't have questions, I just hope that the outside gym counts
Interviewer 00:01:31.19	Yeah, it does.
Participant 00:01:32.52	Alright, then it's absolutely fine.
Interviewer 00:01:35.42	Okay, cool. So I'll just start now I guess. So could you describe to me the time period in your life when you decided to start going to the gym?
Participant 00:01:50.98	Yeah so, I've been playing ice hockey for eleven years and then when I stopped playing ice hockey, I started to feel not as in condition as before and I tried running then I felt alright, cardio is important but it's not everything that I want to do. I want to also do something different to maybe gain some muscle and also get myself in shape. So for me it was also more of a continuation of my physical activity and I think it was something that I have from ice hockey. That I wanted to do something and be active, do something with my body and that's why I wanted to start going to the gym and start exercising.
Interviewer 00:02:59.69	Okay, could you tell me what you usually do when you go to the gym?
Participant 00:03:07.92	Yeah so, usually I go to Outer Space gym which is usually the combination of different parts and some mats and things like this. I usually go there but I warm myself up at home because I like to play music and maybe do some dancing kind of moves, maybe loosening up arms, body, back and everything. That really helps when I do it with music and kind of just dance a little bit and that's why I like to do it at home. I don't feel like playing my music outside and dancing and losing myself outside. Then when I warm up, I go outside to the gym and usually I exercise not a particular part of the body, I don't specialise on one part but I try to combine these parts and usually my exercises are based on exercises of arms, chest and back. Maybe abs. I am not much of a fan for exercising my legs so I'm not sure if that's a sufficient answer? I can continue if you want..
Interviewer 00:04:50.43	Could you tell me about the last time you went to the gym?
Participant 00:04:58.02	Yeah so, I think that the routine started with playing my favourite song and loosening up at home. A little bit dancing kind of thing, then a few push ups as that is not a very hard exercise as I wouldn't like to get hurt in the beginning. But it's also feels like a little bit of pressure. It's a little bit demanding but not too much, and I do a couple of push ups at a different level, then I change the grips. And it gets me kind of pumped. When the music is playing I feel that the exercising is starting. Then I continue with some more different and difficult exercises such as pull ups and others. And if I should continue, I also do some tabathas, I usually do my arm exercises. Then I add some tabathas for abs and belly and in the end, music is still playing then I really tend to also stretch out. Sometimes I don't but I don't manage to which is a pity because I know that it's important. So that's how my work out looks like roughly.
Interviewer 00:06:48.03	If it were not for you playing hockey in the beginning for eleven years, do you think you would still be going to the gym and exercising as much as you do now?
Participant 00:07:03.02	If I still play hockey now?
Interviewer 00:07:06.25	No, I mean if you didn't play hockey for eleven years, do you think you would be doing exercises like how you do now?
Participant 00:07:18.04	I'm not sure, I'm not sure, I think that the ice hockey developed me in a way that I want to definitely keep myself into shape and I definitely want to move and do

	something with my body. I see many kids who don't do sports or didn't do sports and they don't have this natural kind of thing inside them, that they want to exercise. So I'm really not sure, I think there many paths which different people can go whether they decide to exercise or not and I think it's very dependent on the environment and people around. Because some people just don't do sport all their life and maybe that's what I would do if I didn't do ice hockey.
Interviewer 00:08:14.33	Could you tell me about an experience where going to the gym made you feel accomplished?
Participant 00:08:27.11	I think those are the days when I don't feel like exercising or it's kind of rough to get into my workout costume, like t-shirt and shorts but even though this I managed to do it, and then after exercise, I feel – because before the exercise when the day is rough, I feel like sleeping or maybe just doing nothing. When I manage to turn it, and those are the days when I exercise and I feel pumped and ready to do something productive when I exercise I like more to learn something new afterwards or cook, it just makes me feel good. So those are the days when I feel I appreciate it most.
Interviewer 00:09:33.01	Could you tell me about what is it that motivates you to go to the gym?
Participant 00:09:44.91	I think that my biggest motivation is, for me it's also kind of about health. I know that if I didn't exercise, I wouldn't feel as good as when I do exercise. I know it for sure. Because when I had an injury, very recent, I couldn't exercise for two months and I could feel that I wasn't on my optimal level when it comes to physical and also mental wellbeing. So that's my biggest motivation, in connection of the with feeling well that's connected to health and also feeling kind of functional. That when I go upstairs or when I lift something, I won't feel like it's going to break me. Or I am going to die after the stairs. I like to feel that stairs and lifting things are not a problem. Just an example. So those are my two key motivational factors.
Interviewer 00:11:17.02	After this experience when you had your injury, how exactly do you motivate yourself to start going to the gym once you feel better after a long period of time of not exercising?
Participant 00:11:41.89	For me it was the excitement of having the possibility of exercise because before, I couldn't. So I was really excited about going back to the gym and exercising. So for me it was more of holding myself back, not to go too wild. Because if I can exercise now, not to revive the injury but my motivation was to feel myself at the optimal level again or maybe to gain my weight back as I couldn't eat normally because of my broken jaw. My motivation was to also gain weight and through exercise, it's a very good way to gain weight so it was also a point for me. When I was – I could see on my shoulders I was slim. So that's a real motivation because I didn't feel like the good old version of myself because I was much fitter. So that was also motivation. I wasn't really lacking motivation after the recovery from injury.
Interviewer 00:13:09.63	Could you tell me about some experiences you've had going to the gym with your hockey team mates?
Participant 00:13:20.73	Yeah sure, sure. I think those times, we were young, maybe fifteen, so I would say the team was divided with boys who already knew how to lift weights and how to exercise in the gym. Then there were the boys where I belonged, who weren't really sure and have never been to the gym. So that was interesting because those boys knew how to lift I would say. They were showing it off, at every opportunity. Then the rest where I belonged, were just kind of trying to catch up with them and so yeah I remember those times. Those were the first time when us as a ice hockey team started going to the gym, and this is what I remember.
Interviewer 00:16:40.02	Can you tell me a little bit more about how this division made you feel and how it impacted your journey going to the gym?

Participant 00:15:55.58	Yeah so, I think this wasn't a factor for me, this wasn't my motivation to catch up on the boys because I started exercising later. But I think that this division was kind of due to also the performance on the ice and the better the player was, the more confident he was. And the more was the spaceful of him in the gym. He was loud and big and lifting big weights, but the other's weren't. So for me it wasn't something that I would admire and that I would like to do when I will be older, it wasn't motivation for me. So if that's a sufficient answer.
Interviewer 00:16:21.76	Could you tell me in contrast to that, about some experiences you've had going to the gym when you are just alone?
Participant 00:16:38.33	I used to go by myself, I like that when you go by yourself, you are your own boss and chef. You can be there how long you want, you can lift whatever you want, you can do whatever you want and there is no one else, it's just about you and what you want to do or what you don't want to do. So that's what I really enjoy by going by myself. But on the other hand when I also joined my friends and we were going together, the group factor which sometimes is negative because someone is really not feeling like exercising, and then he's very chatty and you start chatting and then you are one hour in and you haven't done anything and you are just talking. But it's fine. Other days when you are feeling not so motivated, other's can take you with and you can have very good exercise, although you weren't feeling like having exercise at all at the beginning. So that's a big difference for me. This motivation factor, I wasn't feeling when I was playing ice hockey. So that's what I would say.
Interviewer 00:18:18.51	What do you call it in gym vocabulary or in gym terms, when you have a friend or a coach helping you to lift the weight?
Participant 00:18:36.11	I'm thinking, I think it's the one who is. There to save you. That is kind of the safety guy or the safety boy or something like that.
Interviewer 00:19:01.90	Could you tell me a little. Bit about your parent's. involvement with you going to the gym?
Participant 00:19:15.76	I think that, I don't feel that parent's have had a big impact on me going to the gym because I was already an adult or maybe not an adult, but kind of old and really just my parents, I feel they weren't saying like go go go but also like don't go they were just encouraging me to find the right balance between the amount of exercise, so maybe that was their role in my exercising but otherwise maybe there wasn't such important role. But with ice hockey, definitely yes because my parents were there for me when it came to ice hockey and they encouraged me to play ice hockey. So maybe that connects also to the exercise, Now later on, now just when it comes to the present, my dad is exercising himself, so when he exercises, I feel that maybe I should too and the other way around. When I exercise he sometimes feels that okay maybe I should too so it's kind of the reciprocal motivation. So that's the role of my parent's in my exercising I would say.
Interviewer 00:21:07.34	Could you describe to me some of the equipment that you have at home for doing exercises and stretches?
Participant 00:21:18.34	Yeah, sure, sure so I have a pull up bar between the doors so that's what I use and I love using it. It's also good for stretching your back. Then I have a yoga mat which is good for exercises. Then I use these kind of home made gym things, like I have weights in a bag pack, so I use that to lift it. Then I also have some bars where I can add weight to it, so that's what I lift and I also try to use the interior of my living. When I was outside I use the outer spaces, whatever I could find that can help me with exercises. I used an old hose just to kind of do Australian pull-ups and have a broader variety of exercises. So basically I use home-made tools and for my exercise I don't need much equipment, so the pull up bar is very much sufficient for me and for what I need and what I want..

Interviewer 00:23:20.28	Could you tell me about some experiences you have had when you're going to the gym in a different country?
Participant 00:23:32.15	In a different country, let me think if I have been to a gym in a different country. I think to a gym, gym, I haven't, I have been present at one tennis tournament and people stretching, exercising and preparing for their games, so that was interesting, just to see. But I don't think it is that much different from exercising in my country. Or people stretching out before game, here in Slovakia.
Interviewer 00:24:26.16	Could you tell me some things that you have learnt while being at the gym or anything from your experience in exercising and and going to the gym?
Participant 00:24:39.23	Things that I've learnt, okay so, the most important thing that I've learnt is that you need kind of a balance and definitely perseverance. Which connects to basically anything, studying or working, you need to have a good balance of the diet, the ice when you are not exercising, and the time when you actually are exercising. So to keep an eye on kind of the right balance between things. Because when I exercise too much, it always ends up in some kind of injury, but when I wasn't exercising, it also wasn't very nice experience for me. Because I feel kind of stiff and then it's not my optimal performance, or just feeling overall. So yeah, this is basically the most important think I have taken from exercising and also a lot of small, small, little tweaks of how to exercise and maybe avoid sweat when I'm exercising and these details. But this is the biggest lesson I would say, that I have taken from exercising.
Interviewer 00:26:24.62	Tell me what you have discovered about yourself since you started exercising at the gym.
Participant 00:26:35.16	What I found about myself, yeah so, I knew it also before but the one thing I've taken is that I can go hard and I can push myself to the performance, but the thing that I've learnt about myself is that sometimes I miss the limits of myself and then it doesn't go well. Then it's kind of problematic at the end of the day. So that's what I have learnt about myself through exercising. And I should keep an eye on this on every other level as well, school exercising and also other things. Keep an eye on the balance and the amount of stuff I do In comparison to what I am able to do. Because yeah, that's the answer.
Interviewer 00:27:55.65	Could you give me some examples of what your coach and if not a coach, a friend or something will say to you to motivate you while you're exercising at the gym?
Participant 00:28:14.96	Yeah sure, I think that for me, what works the most is 'do one more', 'and one more' because when I already think I am almost touching my limits, then if someone goes like 'do one more' 'do one more' then I go and push those limits.
Interviewer 00:28:47.95	This is the last question, if I were to start going to the gym tomorrow because I don't go to the gym, but anyways, what is what important piece of advice you would give to me?
Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.
Interviewer 00:30:23.52	Okay, so like, I mentioned before, I'll be using this information to see what patterns there are in the gym subculture to find new insights, new information, then reflect on what all of the information means so thank you so so much for participating.

Participant 00:30:48.73	Yeah, thank you.
----------------------------	------------------

Good interview skills

Example 1

Participant and complemented me and referenced one of my questions in their answer.

Interviewer 00:28:47.95	This is the last question, if I were to start going to the gym tomorrow because I don't go to the gym, but anyways, what is what important piece of advice you would give to me?
Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.

Explanation

I feel like the participant felt comfortable with the questions I was asking and when they said "that's a very good question", I felt like they were doing their best to provide the best possible answers to my questions. I also felt like they were listening to me and being genuine with their answers.

Example 2

Sticking to a specific category or topic and asking good follow up questions. This resulted in a more elaborate and informed me further of the experience which I did not fully understand.

Interviewer 00:13:09.63	Could you tell me about some experiences you've had going to the gym with your hockey team mates?
Participant 00:13:20.73	Yeah sure, sure. I think those times, we were young, maybe fifteen, so I would say the team was divided with boys who already knew how to lift weights and how to exercise in the gym. Then there were the boys where I belonged, who weren't really sure and have never been to the gym. So that was interesting because those boys knew how to lift I would say. They were showing it off, at every opportunity. Then the rest where I belonged, were just kind of trying to catch up with them and so yeah I remember those times. Those were the first time when us as a ice hockey team started going to the gym, and this is what I remember.
Interviewer 00:16:40.02	Can you tell me a little bit more about how this division made you feel and how it impacted your journey going to the gym?
Participant 00:15:55.58	Yeah so, I think this wasn't a factor for me, this wasn't my motivation to catch up on the boys because I started exercising later. But I think that this division was kind of due to also the performance on the ice and the better the player was, the more confident he was. And the more was the <i>spaceful</i> of him in the gym. He was loud and big and lifting big weights, but the other's weren't. So for me it wasn't something that I would admire and that I would like to do when I will be older, it wasn't motivation for me. So if that's a sufficient answer.
Interviewer 00:16:21.76	Could you tell me in contrast to that, about some experiences you've had going to the gym when you are just alone?
Participant 00:16:38.33	I used to go by myself, I like that when you go by yourself, you are your own boss and chef. You can be there how long you want, you can lift whatever you want, you can do whatever you want and there is no one else, it's just about you and what you want to do or what you don't want to do. So that's what I really enjoy by going by myself. But on the other hand when I also joined my friends and we were going together, the group factor which sometimes is negative because someone is really not feeling like exercising, and then he's very chatty and you start chatting and then you are one hour in and you haven't done anything and you are just talking. But it's fine. Other days when you are feeling not so motivated, other's can take you with and you can have very good exercise, although you weren't feeling like having exercise at all at the beginning. So that's a big difference for me. This motivation factor, I wasn't feeling when I was playing ice hockey. So that's what I would say.

Explanation

I did not always stick to the transcript. At some moments, it is more important to have good listening skills which enable me to formulate relatable follow up questions for the participant so that I can have a better understanding of their experience. I also used an ethnographic approach to formulate the follow up question (at 16:40.02).

Interview skills that need improvement

Example 1

Should have been asked previously on the topic of motivation would have fitted better, not at the end.

Interviewer 00:26:24.62	Tell me what you have discovered about yourself since you started exercising at the gym.
Participant 00:26:35.16	What I found about myself, yeah so, I knew it also before but the one thing I've taken is that I can go hard and I can push myself to the performance, but the thing that I've learnt about myself is that sometimes I miss the limits of myself and then it doesn't go well. Then it's kind of problematic at the end of the day. So that's what I have learnt about myself through exercising. And I should keep an eye on this on every other level as well, school exercising and also other things. Keep an eye on the balance and the amount of stuff I do in comparison to what I am able to do. Because yeah, that's the answer.
Interviewer 00:27:55.65	Could you give me some examples of what your coach and if not a coach, a friend or something will say to you to motivate you while you're exercising at the gym?
Participant 00:28:14.96	Yeah sure, I think that for me, what works the most is 'do one more', 'and one more' because when I already think I am almost touching my limits, then if someone goes like 'do one more' 'do one more' then I go and push those limits.
Interviewer 00:28:47.95	This is the last question, if I were to start going to the gym tomorrow because I don't go to the gym, but anyways, what is what important piece of advice you would give to me?
Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.
Interviewer 00:30:23.52	Okay, so like, I mentioned before, I'll be using this information to see what patterns there are in the gym subculture to find new insights, new information, then reflect on what all of the information means so thank you so so much for participating.
Participant 00:30:48.73	Yeah, thank you.

Explanation

Towards the end of the interview, the questions had a tone for coming to the end of the interview. I already covered the topic for motivation previously in the interview, so I think the question which I asked at 00:27:47.95 was a bit inappropriate to ask at this time.

Example 2

Making it about me and steering towards conversation.

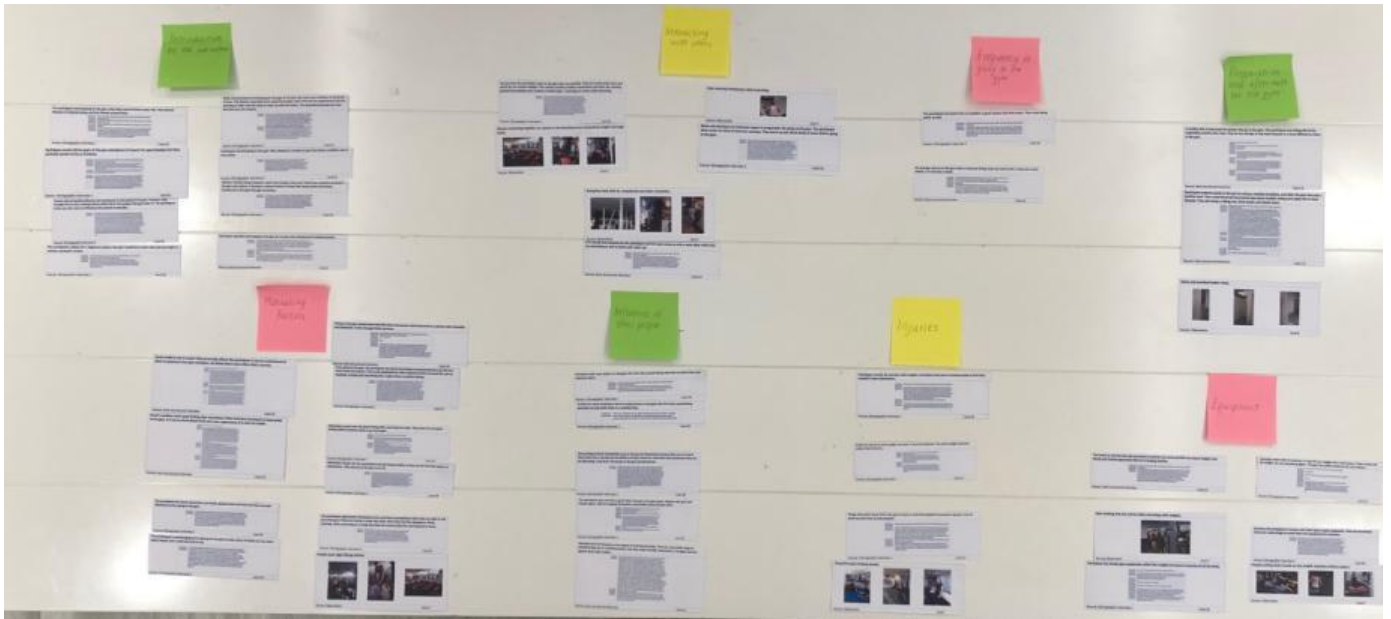
Interviewer 00:28:47.95	This is the last question, if I were to start going to the gym tomorrow because I don't go to the gym, but anyways, what is what important piece of advice you would give to me?
Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.

Explanation

It was not necessary for me to give my thought that "I don't go to the gym, but anyways,". It can be steering and lead towards a conversation if I continue to do such actions. This was also not appropriate because the questions are supposed to be tailored to understand the participant's experiences and stories. Not my own. But it was nice to see that they are supporting and encouraging for me to join, rather than not judgemental because I don't go to the gym.

Week 1.6: Interpreting Data

21. Affinity diagram:



22. Main clusters

Introduction to the sub-culture

This cluster of data cards provides information of how all of the participants had been introduced in the gym subculture. Each member started at the age of 14-15 years old due to the influence of hockey training. Without the influence of hockey, the participants would not be involved or active at the gym. Going to the gym in conjunction with hockey practice benefits their hockey performance because it improves their muscle condition and ability. Parents did not impact the participant's journey into the gym sub culture. They initially involved the participants at a young age to practice hockey which eventually resulted in finding the gym sub culture.

The participant started going to the gym when they were fourteen years old. They started because of playing hockey and the friends around them.

Interviewer 00:02:47.74 Okay, so could you please tell me the point in your life when you decided to start going to the gym?
Participant 00:03:02.03 The first time I actually started going to the gym and training, I believe I was about fourteen years old.
Interviewer 00:03:13.85 Could you please tell me a little bit more about what was happening in your life at the time?
Participant 00:03:21.99 Yeah, so, around fourteen years old I decided to get a little bit more serious about playing hockey. I played hockey since I was a little kid and my friends around me and other people I played hockey against started training off the ice in the gym. And so that's when I decided to take up going to the gym and working out with a trainer. It was in a small group with other hockey players.

Source: Ethnographic interview 1

Card 19

Participant would still be apart of the gym subculture is if wasn't for sport (hockey) but they. Probably would not be as involved.

Interviewer 00:06:34.67 If you wouldn't play hockey, do you think you would still be going to the gym and exercising as much as you do now?
Participant 00:06:38.79 I definitely think I would be going to the gym and staying active and staying fit, I don't think I would be going as much as I do now because of hockey but I definitely think I would be going at least a couple times a week and just try to stay as active as I could.
Interviewer 00:07:10.45 Could you tell me a little bit about an experience where you felt like going to the gym made you feel accomplished?
Participant 00:07:22.96 Yeah so in the summer, it's the off season for hockey obviously, so I go to the gym Monday to Friday every morning at nine am and just for example on a Monday morning going to the gym at nine, getting an hour or an hour and a half workout, getting home at ten thirty in the morning, and having the rest of the day to kind of do whatever you want, to me that's an amazing feeling. Just getting your hard work done early in the morning and out of the way and then getting to go and do whatever you want later in the day so that would be a feeling when I feel really accomplished, when I get my workouts done early in the morning.

Source: Ethnographic interview 1

Card 21

Parents did not greatly influence the participant to start going to the gym. However, they brought him to start playing hockey which led to him going to the gym later on. The participant is the one who more so influences his parents to exercise.

Participant 00:19:15.76 I think that, I don't feel that parent's have had a big impact on me going to the gym because I was already an adult or maybe not an adult, but kind of old and really just my parents, I feel they weren't saying like go go go but also like don't go they were just encouraging me to find the right balance between the amount of exercise, so maybe that was their role in my exercising but otherwise maybe there wasn't such important role. But with ice hockey, definitely yes because my parents were there for me when it came to ice hockey and they encouraged me to play ice hockey. So maybe that connects also to the exercise, Now later on, now just when it comes to the present, my dad is exercising himself, so when he exercises, I feel that maybe I should too and the other way around. When I exercise he sometimes feels that okay maybe I should too so it's kind of the reciprocal motivation. So that's the role of my parent's in my exercising I would say.

Source: Ethnographic interview 2

Card 39

The participant's advice for a beginner going to the gym would be to start slow and start light to achieve successful results.

Participant 00:22:35.78 My advice would be to start every exercise or every lift either start slow and work your way up or start light and work your way up.
Interviewer 00:23:03.47 Okay that's pretty much it, like I said before I'm just going to be using this information to find patterns from other research that I've done and find some insights with this new information and just reflect on what all of this means. So thank you so much for participating and thank you for your time. This has been really helpful for me.

Source: Ethnographic interview 1

Card 30

When the participant started going to the gym at 15 years old, there was a division in the group of boys. This division separated more experienced gym users from the less experienced, but the participant didn't feel the need to catch up with the others. The experienced group was loud and took up a lot of space.

Participant 00:13:20.73 Yeah sure, sure. I think those times, we were young, maybe fifteen, so I would say the team was divided with boys who already knew how to lift weights and how to exercise in the gym. Then there were the boys where I belonged, who weren't really sure and have never been to the gym. So that was interesting because those boys knew how to lift I would say. They were showing it off, at every opportunity. Then the rest where I belonged, were just kind of trying to catch up with them and so yeah I remember those times. Those were the first time when us as a ice hockey team started going to the gym, and this is what I remember.
Participant 00:15:55.58 Yeah so, I think this wasn't a factor for me, this wasn't my motivation to catch up on the boys because I started exercising later. But I think that this division was kind of due to also the performance on the ice and the better the player was, the more confident he was. And the more was the spaceful of him in the gym. He was loud and big and lifting big weights, but the other's weren't. So for me it wasn't something that I would admire and that I would like to do when I will be older, it wasn't motivation for me. So if that's a sufficient answer.

Source: Ethnographic interview 2

Card 37

Participant started going to the gym after playing ice hockey to get into better condition and to stay active.

Participant 00:01:50.98 Yeah so, I've been playing ice hockey for eleven years and then when I stopped playing ice hockey, I started to feel not as in condition as before and I tried running then I felt alright, cardio is important but it's not everything that I want to do. I want to also do something different to maybe gain some muscle and also get myself in shape. So for me it was also more of a continuation of my physical activity and I think it was something that I have from ice hockey. That I wanted to do something and be active, do something with my body and that's why I wanted to start going to the gym and start exercising.

Source: Ethnographic interview 2

Card 31

Without initially being involved in sport (ice hockey), they don't think they would be involved in the gym sub-culture. It became a natural instinct to keep their body active after being introduced to the gym through ice hockey.

Participant 00:07:18.04 I'm not sure, I'm not sure, I think that the ice hockey developed me in a way that I want to definitely keep myself into shape and I definitely want to move and do something with my body. I see many kids who don't do sports or didn't do sports and they don't have this natural kind of thing inside them, that they want to exercise. So I'm really not sure, I think there many paths which different people can go whether they decide to exercise or not and I think it's very dependent on the environment and people around. Because some people just don't do sport all their life and maybe that's what I would do if I didn't do ice hockey.

Source: Ethnographic interview 2

Card 34

Participant typically starts going to the gym at 14 years old, introduced by hockey practice.

Participant 00:04:44.03	I think my first time was when I was about fourteen years old. It was when I first practiced with the men's Russian team. At this time I had no idea what the gym is and how it is supposed to be. Later it was fine for me. However, my parents were kind of afraid that I might be working with some heavy things and that's the only thing I remember properly about my first times.
Interviewer 00:05:38.21	And you said you first had no idea about the gym so how did you find out in the first place?
Participant 00:05:51.16	So first of all I practiced with my team and the coaches, and the coaches provided us with the right information about how the work should be at the gym and how much we should practice. Also with which weights we should work with. And also about our diet and hydration during the practices.

Source: Semi-structured interview

Card 9

Motivating factors for continuously going to the gym

Muscle condition and health condition are intrinsic motivation factors which leads to the continuation of frequently going to the gym. Being the best version of themselves and obtaining their optimal level of physical condition is a big motivating factor for gym members. After having a bad day, managing to put on gym clothes, go to the gym and completing their training makes them feel good about themselves afterwards. Their day becomes more productive and they feel more inspired after going to the gym. Balance and perseverance is also very important which participants had learnt in the gym. This affects other areas of life such as when it comes to mental health, study life, career etc. The participants truly enjoy going to the gym because they can learn about themselves and push their physical limits which is exciting. Not only have they learnt about themselves and feel good in their bodies but they also feel that it has a positive impact on their mental health. Going to the gym has also improved their understanding of nutrition. In some way, going to the gym has influenced their persona. Family members and friends are supportive of the participant having a healthy lifestyle. They appreciate that they take care of themselves but there is the concern that of the participant over working their body by going to the gym too frequently and lifting weights which they can't handle.

Source: Semi-structured interview

Card 16

The family is worried that the participant practices too much and lifts too heavy weights. But family and friends appreciate that he is keeping healthy.

Interviewer 00:34:48.02	How do your friends and family and people who are close to you feel about you going to the gym?
Participant 00:34:58.12	I think probably that they appreciate it, I mean overall they appreciate it but from the family side there is some concerns sometimes that I might practice too much or have some heavy weights in the gym so they have a concern but also appreciation from the family side. From the friends side, I think all of them think that it's an excellent thing, also most of my friends like go to the gym so I think it's some good environment, gym wise and a good environment around me. Also have some appreciation and some motivation from the outside of the gym.

Muscle condition and a good feeling after exercising is what motivates participant to keep going to the gym. It is not so much about looks and outer appearance, it is more for health.

Interviewer 00:24:45.24	What motivates you to always go to the gym?
Participant 00:24:50.25	My muscle condition and also my health condition. Because in the gym I try to somehow <i>combine</i> the power, strength training and also some cardio training. And if I don't do strength practice, it doesn't really bother me but if I do cardio things I feel really exhausted all the time probably because your blood flow is not that fast as I used to because like I had practices almost every day for almost 10 years and I feel really bad when I miss some trainings. And probably this like motivation from the health side but muscle wise I think also all athletes can confirm if you don't go to the gym or just don't practice for a long time maybe like two weeks, your muscle mass starts to decrease. It happens like because muscles also should have some condition and if you don't keep practicing, your body starts to absorb proteins which are your muscles because you don't use them so I think practicing in the gym are also about some regularity.
Interviewer 00:26:53.19	So for you it's really really important to look after your health, so how are you tracking your health and what kind of goals do you set?
Participant 00:27:12.25	I am setting goals not for my health probably. I don't really care about my weight because I know it's really hard to control your muscle and fat mass. Because when you weight you don't actually know if you have more muscles or if you have more fat. So if I look at myself in the mirror and I see that I have a beer belly, it will motivate me to go to the gym but you know I'm just kidding. Probably I weight myself sometimes but I also set some goals of what I do in the gym. When I go regularly on my own, I try to at least somehow increase the weight during the exercises or do more exercises to improve myself.
Interviewer 00:28:38.16	If on some days you don't feel motivated to go to the gym even though you know you need to go, what would you do?
Participant 00:28:50.05	I don't really have this moment, probably drink some coffee. I know it's not really helpful to drink coffee before the practice but probably that's the best thing to do to get some sugar because sometimes you feel exhausted or just lazy just because you are having low sugar so if you have more sugar you are feeling better. Also something that motivates you is your mood after going to the gym because you are feeling like hyped and also you have something like runner's high when you are feeling not like high but feeling well after doing some exercises and throughout like ten years I get well with this feeling and this feeling also motivates me to work on myself.

Source: Semi-structured interview

Card 15

The participant has learnt about their own limits, physical level and how hard they can push themselves when going to the gym.

Participant 00:26:35.16	What I found about myself, yeah so, I knew it also before but the one thing I've taken is that I can go hard and I can push myself to the performance, but the thing that I've learnt about myself is that sometimes I miss the limits of myself and then it doesn't go well. Then it's kind of problematic at the end of the day. So that's what I have learnt about myself through exercising. And I should keep an eye on this on every other level as well, school exercising and also other things. Keep an eye on the balance and the amount of stuff I do in comparison to what I am able to do. Because yeah, that's the answer.
----------------------------	--

Source: Ethnographic interview 2

Card 42

The participant is encouraging me to also go to the gym as their piece of advice so I can learn about myself and I could also find it fun.

Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.
----------------------------	--

Source: Ethnographic interview 2

Card 44

Going to the gym makes them feel like they have grown and improved as a person both mentally and physically. It has changed their persona.

Interviewer 00:36:27.02	Like overall from your whole experiences since you started going when you are fourteen, like how does that make you feel?
Participant 00:36:40.02	Like as a person?
Interviewer 00:36:41.20	Yeah.
Participant 00:36:43.28	I think that it's all some area where you can be good at and it's not only some strength side of the gym, you also have some theoretical side and I think that personally, I started feeling better because you know that going to the gym it provides not only like muscle growth but also your mental health and your knowledge in nutrition and diet and also you can get to know some muscles and their structure and which exercises are right, so overall I think that it not changed my life but it had some influence on my personality and also has some impact on like what I am now like personalised.

Source: Semi-structured interview

Card 18

From going to the gym, the participant has learnt that balance and perseverance are the two most important lessons. This is also applicable for other aspects of their personal life such as studying, working and everything else. It gives them a positive feeling.

Participant 00:24:39.23	Things that I've learnt, okay so, the most important thing that I've learnt is that you need kind of a balance and definitely perseverance. Which connects to basically anything, studying or working, you need to have a good balance of the diet, the ice when you are not exercising, and the time when you actually are exercising. So to keep an eye on kind of the right balance between things. Because when I exercise too much, it always ends up in some kind of injury, but when I wasn't exercising, it also wasn't very nice experience for me. Because I feel kind of stiff and then it's not my optimal performance, or just feeling overall. So yeah, this is basically the most important think I have taken from exercising and also a lot of small, small, little tweaks of how to exercise and maybe avoid sweat when I'm exercising and these details. But this is the biggest lesson I would say, that I have taken from exercising.
----------------------------	--

Source: Ethnographic interview 2

Card 41

Motivation comes from the good feeling after exercising the body. They strive for this good feeling which motivates them to go back again.

Interviewer 00:09:55.40	Could you tell me about what usually motivates you to go to the gym?
Participant 00:10:06.06	My motivation would be to try and get into as best shape as possible. Then also when I work out, I work out with a few other friends and it's almost like a friendly competition who can get into the best shape throughout the summer. So I would say that's my motivation.
Interviewer 00:10:41.25	Can you give me an example of how you get motivated to go to the gym when you're maybe not in a good mood.
Participant 00:10:53.44	Yeah so when I wake up and I'm not really in the mood to go to the gym, I try and remind myself that it's going to feel great once the workout is over. Like you mentioned earlier, once I finish a workout, especially on the days where I'm not feeling the greatest or not feeling like going to the gym, I feel very accomplished once the workout is over. And so that's what I try to tell myself on the days where I feel lost and I don't feel like going to the gym.

Source: Ethnographic interview 1

Card 23

Motivation factors for the participant include being healthy so they can be the best version of themselves. They also go to the gym to be fit.

Participant 00:09:44.91 I think that my biggest motivation is, for me it's also kind of about health. I know that if I didn't exercise, I wouldn't feel as good as when I do exercise. I know it for sure. Because when I had an injury, very recent, I couldn't exercise for two months and I could feel that I wasn't on my optimal level when it comes to physical and also mental wellbeing. So that's my biggest motivation, in connection of the with feeling well that's connected to health and also feeling kind of functional. That when I go upstairs or when I lift something, I won't feel like it's going to break me. Or I am going to die after the stairs. I like to feel that stairs and lifting things are not a problem. Just an example. So those are my two key motivational factors.

Source: Ethnographic interview 2

Card 36

The participant appreciates themselves more and feels accomplished when they are able to still go to the gym if they are having a rough day (days when they feel like sleeping or doing nothing). After exercising on a rough day they are more productive and inspired to learn.

Participant 00:08:27.11 I think those are the days when I don't feel like exercising or it's kind of rough to get into my workout costume, like t-shirt and shorts but even though this I managed to do it, and then after exercise, I feel – because before the exercise when the day is rough, I feel like sleeping or maybe just doing nothing. When I manage to turn it, and those are the days when I exercise and I feel pumped and ready to do something productive when I exercise like more to learn something new afterwards or cook, it just makes me feel good. So those are the days when I feel I appreciate it most.

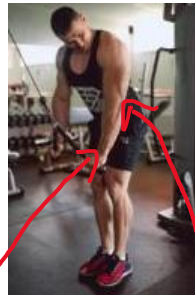
Source: Ethnographic interview 2

Card 35

People wear tight-fitting clothes.



Tank top Leggings



Tight shorts and tank top (showing muscles).



Tight tank tops, t-shirts.

Source: Observation

Card 4

The importance of social interactions and independent rituals of the gym members.

Sometimes members of the gym are anti-social. They listen to music while exercising as seen in the observation (data card 2). However, in the interview the participant mentions that they listen to music at home while warming up before going to the gym to exercise. At the gym where I had done an observation, background rave/party music out loud. In my observation I also saw that people do exercises at the gym in groups (see data card 5). I gained more information in my interview where the participant had mentioned that it is helpful to go to the gym with his hockey team mates because it gives them some motivation to work harder. It is also fun because they make jokes to each other and also help each other if they see someone doing an exercise wrong.

The last time the participant went to the gym was not specified. They do mostly body work outs which do not include weights. The routine consists of dance movements and push ups, starting gradual then getting more intense to avoid injury. They listen to music while exercising.

Participant 00:04:58.02 Yeah so, I think that the routine started with playing my favourite song and loosening up at home. A little bit dancing kind of thing, then a few push ups as that is not a very hard exercise as I wouldn't like to get hurt in the beginning. But it's also feels like a little bit of pressure. It's a little bit demanding but not too much, and I do a couple of push ups at a different level, then I change the grips. And it gets me kind of pumped. When the music is playing I feel that the exercising is starting. Then I continue with some more different and difficult exercises such as pull ups and others. And if I should continue, I also do some tabathas, I usually do my arm exercises. Then I add some tabathas for abs and belly and in the end, music is still playing then I really tend to also stretch out. Sometimes I don't but I don't manage to which is a pity because I know that it's important. So that's how my work out looks like roughly.

Source: Ethnographic interview 2

Card 33

Women exercising together as a group in the functional zone (using body weight and yoga mats)



People doing same exercise in a big group
Big group on pink mats. People in a line with cards (showing the name of each station) separate exercises and then switching every 2 minutes to the next station.

Source: Observation

Card 5

Man wearing headphones while exercising.



Source: Observation

Card 2

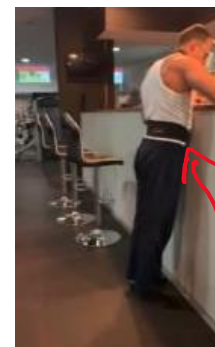
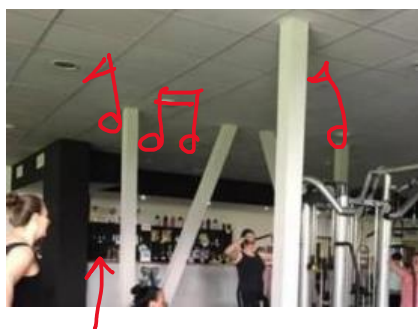
Music and dancing is an important aspect in preparation for going to the gym. The participant plays music out loud at home for courtesy. They warm up the whole body at home before going to the gym.

Participant 00:03:07.92 Yeah so, usually I go to Outer Space gym which is usually the combination of different parts and some mats and things like this. I usually go there but I warm myself up at home because I like to play music and maybe do some dancing kind of moves, maybe loosening up arms, body, back and everything. That really helps when I do it with music and kind of just dance a little bit and that's why I like to do it at home. I don't feel like playing my music outside and dancing and losing myself outside. Then when I warm up, I go outside to the gym and usually I exercise not a particular part of the body, I don't specialise on one part but I try to combine these parts and usually my exercises are based on exercises of arms, chest and back. Maybe abs. I am not much of a fan for exercising my legs so I'm not sure if that's a sufficient answer? I can continue if you want...

Source: Ethnographic interview 2

Card 32

Reception desk with DJ, receptionist and other necessities.



There is a DJ playing music behind reception.
People can buy necessities at reception: Water bottles, towels, key for locker.
Gym member at the reception talking to receptionist.

Source: Observation

Card 3

It is normal and common for the participant and his team mates to talk to each other while they are exercising as well as help each other out.

Interviewer 00:23:14.07	When you're practicing with your team mates, do you sometimes talk to each other while you're working out?
Participant 00:23:26.05	Yeah sure, a lot of jokes and also we are helping each other sometimes when someone is doing an exercise wrong. So I think it's really helpful to go to the gym with some friends or some group because it's really helpful. Like you also have some motivation to try to work harder and if you have some problems like if you are not sure about the weights that you can handle, you can ask somebody for help like to check if everything is alright. And probably for the last exercises they can help you with like bench press, they can hold this weight and I think it's really helpful and yeah. That's it.

Source: Semi-structured interview

Card 14

A deeper dive into the influence of other people affecting the participant of the gym sub culture.

A personal coach or a friend uses tactics to elongate the time the participant spends doing an exercise so that they can be more motivated and push their limits. Sometimes it is more favourable for a participant to go to the gym by themselves so they won't be distracted by a friend and not be productive with their time at the gym. It is better when the participant is the one who is in control of your own activities. On the other hand, going to the gym with friends keeps the participant accountable for sticking to their routine and feeling motivated. There is also friendly competition with team mates which can also be motivating.

Personal coach uses tactics to elongate the time they spend doing exercises to push them and motivate them.

Interviewer 00:21:38.66	Could you tell me some example of what a trainer is saying to motivate you while he or she is training you?
Participant 00:21:53.25	It would just be like to motivate you like; give me one more rep or you can do a couple more reps, or say you're doing an exercise that's timed, the trainer would say you only have five seconds left, like push through it, push through it.

Source: Ethnographic interview 1

Card 29

A friend or coach motivates them by using tactics to elongate the time they spend doing exercises to push their limits in a positive way.

Participant 00:28:14.96	Yeah sure, I think that for me, what works the most is 'do one more', 'and one more' because when I already think I am almost touching my limits, then if someone goes like 'do one more' 'do one more' then I go and push those limits.
----------------------------	--

Source: Ethnographic interview 2

Card 43

The participant finds it beneficial to go to the gym by themselves because they are in control. They think that it can also be beneficial to bring a friend for motivation but sometimes they can be distracting. They don't always go to the gym by themselves.

Participant 00:16:38.33	I used to go by myself, I like that when you go by yourself, you are your own boss and chef. You can be there how long you want, you can lift whatever you want, you can do whatever you want and there is no one else, it's just about you and what you want to do or what you don't want to do. So that's what I really enjoy by going by myself. But on the other hand when I also joined my friends and we were going together, the group factor which sometimes is negative because someone is really not feeling like exercising, and then he's very chatty and you start chatting and then you are one hour in and you haven't done anything and you are just talking. But it's fine. Other days when you are feeling not so motivated, other's can take you with and you can have very good exercise, although you weren't feeling like having exercise at all at the beginning. So that's a big difference for me. This motivation factor, I wasn't feeling when I was playing ice hockey. So that's what I would say.
----------------------------	---

Source: Ethnographic interview 2

Card 38

The participant does not feel as good when they go to the gym alone. Going to the gym with friends plays a role for keeping themselves accountable and motivates them.

Interviewer 00:11:40.44	Could you tell me also, you know how you said you work with a trainer in a small group, is that with your team mates?
Participant 00:11:41.53	No it's just like other hockey players of different teams but we're all from the same city if that makes sense.
Interviewer 00:11:43.12	Could you tell me about your experiences when you going to the gym with them?
Participant 00:11:57.28	Yeah so my experiences have been really positive like, sometimes I'll wake up and I don't feel like going to the gym at all, but having those friends that I work out with kind of gives me the extra push to go to the gym and also it makes it a lot more fun when your friends are there and it's a little bit of a social aspect to working out. Especially when you need a little bit of motivation and your friends are there to give you that motivation so definitely makes working out a lot more fun when you have friends to work out alongside of you.
Interviewer 00:12:47.47	Could you tell me how you feel in comparison when you are going to the gym alone?
Participant 00:12:57.89	I would definitely feel not as happy going to the gym alone, I would way rather go to the gym with a couple of friends. And yeah.

Source: Ethnographic interview 1

Card 24

Exercises are not focused on one aspect of training the body. There is a very wide range of activities they do in a training session, but they enjoy friendly competition of weight exercise against their team mates.

Participant 00:09:05.29 For example my practice in the group, it starts with a warm up and it should be like some running or some fast actions which will warm me up and give me more flexibility for the further training. And also some flexibility, like we have kettlebells and with them we do some long range motions to warm up like precisely some separate muscles. Or we are doing some stretching, for flexibility it could be any exercises on the lower or upper parts of our body. Then we go to the main part. If I am doing it on my own, I do about four to five exercises and each one is for four or three series. If we go to the gym with the team we are doing circular practice. We have three to six stations. And if you go from first station then you go to the second, the third and etcetera. You have about like four circles through the training. Then you have something like for the end of the practice you also do some stretching because you have like muscles really compressed, but something about compressed your body and you need to release the tension of your muscles and also do some stretching things. It could be with the roller, the roller is something like cylinder and its empty inside. The shape on the outside is small bubbles or something like that and you put it under your back and just roll on it. Then you also release the tension out of your back. Because I think that the back is an extremely important part of the body because it holds all the muscles that you have and if you have some problems with the back, it is good if you have some injury or just some pain. That's it probably.

Interviewer 00:12:38.21 Thank you, and what's your favourite exercise to do? What exactly do you enjoy the most about your gym experiences?

Participant 00:12:52.06 I like doing bench press, but I have no idea why, probably because when we were younger it was the most competitive exercise where you can put the most weight and it was fun to compete with your team mates who will do the biggest weight and so on. But it's really not like stupid, but it's just the thing I got used to probably. To do more of this than other things.

Source: Semi-structured interview

Card 11

The frequency of participants going to the gym and establishing a routine.

Establishing a natural routine has garnered evidence of fulfilment. The participant truly enjoys going to the gym and being active. They usually go twice a week on average, depending on other factors of their lifestyle such as mental health, work and studying.

The participant has learnt how to establish a good routine that they enjoy. They enjoy being active as well.

Interviewer 00:20:39.31 Can you tell me what have you discovered about yourself since you started going to the gym?

Participant 00:20:52.43 I discovered, probably the biggest thing I discovered is like before I started going to the gym I kind of viewed it as a chore and like I wouldn't actually go but since I have gotten into it and in a routine while having a group to go to the gym with, I have discovered that I do actually really enjoy going and I do enjoy staying active and being active.

Source: Ethnographic interview 1

Card 28

On average, they go to the gym twice a week but if they have too much work or they are in poor health, it is only once a week.

Participant 00:06:26.09 It's really depends, but I think it's about two times a week. It might be lower like one time or higher like three times but on average, two times per week.

Interviewer 00:06:51.13 And so, what exactly does it depend on? Why sometimes three times or two times or even once?

Participant 00:06:59.18 So sometimes I go to the gym with my team as a part of the training process, but when I have more study things to be concerned about, I don't go to the gym with my team. I would probably work alone at the gym instead. It also depends on my health conditions. If I feel like I am too tired from some mental work like studying, I won't go to the gym. I will have some mental rest from studying.

Source: Semi-structured interview

Card 10

How gym members reduce the risk of injury and injury related data.

Before exercising with weights after entering the gym sub-culture, the participant learnt the mechanics of the exercises properly before introducing weights. It is important to have balance and not use too many weight because it can result in feeling sore. Being injured and being unfit makes them feel not good about themselves. They don't feel their optimum level. During the observation, I could see that there is a physiotherapist assisting people at the gym. With one patient, he did small minimal stretching exercises on the ground. With another patient, the physiotherapist looked like he was guiding the patient to be able to do mobility exercises. On another patient, he was checking and touching her body.

Participant usually do exercises with weights, but before they learnt fundamentals so that they wouldn't injure themselves.

Interviewer	00:04:13.12	Could you tell me a little bit about what you usually do when you are at the gym?
Participant	00:04:21.31	Yeah so when we were at the gym when I was younger, I wasn't so much about lifting heavy weights but more about getting the fundamentals and mechanics of proper exercises that we were doing in the gym. So like how to squat properly, how to properly do a power plane and all the exercises we did with relatively light weight until we got the mechanics and fundamentals of the movements down. Then once we understood how to properly do the exercises, is when we started adding more weight and trying to lift more heavier.
Interviewer	00:05:23.02	Could you tell me what did you do the last time you went to the gym?
Participant	00:05:31.87	The last time I went to the gym was this morning and we did some exercises with a medicine ball, like passing the medicine ball back and forth to each other, we did some lateral jumps onto a box jump, we did some split squats and yeah that was about it.

Source: Ethnographic interview 1

Card 20

Prefers to not do as many weight exercises. It must be balanced. Too much weight exercises makes them feel sore.

Interviewer	00:08:18.23	Could you tell me about some experiences you've had going to the gym when you're in another country?
Participant	00:08:32.50	Yeah so me personally, I'm from Canada so this is my first year over here in Slovakia and I would say the main difference over here in Slovakia is they do a lot of exercises and movements with no weights, like a lot of body weight stuff and that's what I've noticed is the biggest change from working out here in Canada to working out here in Slovakia.
Interviewer	00:09:05.39	What do you think about that?
Participant	00:09:11.96	I think it's good, back home in Canada sometimes trainers think the only thing that's important is trying to lift as heavy as possible, it can be pretty hard on your body and you're super sore after working out like that. So here when you go to the gym and you're doing mostly body weight stuff and movement exercises, I've found that my body feels not as sore and it feels more loose after working out here in Slovakia.

Source: Ethnographic interview 1

Card 22

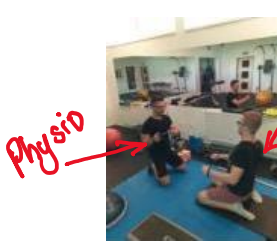
Motivation factors for the participant include being healthy so they can be the best version of themselves. Being injured is a set back because they can not continue to exercise and feel their optimal level both physically and mentally.

Participant	00:09:44.91	I think that my biggest motivation is, for me it's also kind of about health. I know that if I didn't exercise, I wouldn't feel as good as when I do exercise. I know it for sure. Because when I had an injury, very recent, I couldn't exercise for two months and I could feel that I wasn't on my optimal level when it comes to physical and also mental wellbeing. So that's my biggest motivation, in connection of the with feeling well that's connected to health and also feeling kind of functional. That when I go upstairs or when I lift something, I won't feel like it's going to break me. Or I am going to die after the stairs. I like to feel that stairs and lifting things are not a problem. Just an example. So those are my two key motivational factors.
-------------	-------------	---

Source: Ethnographic interview 2

Card 36

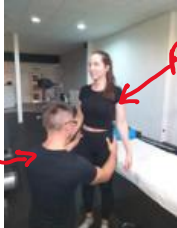
Physiotherapist helping people.



The physiotherapist appears to be stretching the patient's wrists With an elastic band.



Physiotherapist is helping. the patient by holding him while doing mobile exercises.



Physiotherapist is patting down the patient's body.

Source: Observation

Card 7

Preparation and aftermath for going to the gym.

The gym member has a well founded understanding of the body and what nutrients they should be eating before and after going to the gym. They prepare for going to the gym by eating a non fatty breakfast. Before going to the gym they bring a rolling mat, drink bottle and elastic exercise band. They eat right after they finish at the gym, they take a warm shower. This process makes them feel like a new person.

A healthy diet is important for people who go to the gym. The participant eats things like fruits, vegetables, poultry and meat. They do not indulge in fast food because it is more difficult to move in the gym.

Interviewer 00:18:14.21	Okay, what do you usually eat in a day?
Participant 00:18:24.05	Like normally? I mean like when I go to the gym or when I go to the gym? Or it doesn't matter?
Interviewer 00:18:30.22	Just regularly.
Participant 00:18:36.03	Okay, for breakfast I think I only have three options. First one is let's say it's scrambled eggs with sausages and some bread and coffee. Then second option is let's say oatmeal with some berries or banana or strawberries in it. And third option is like with some cottage cheese and some berries and fruits.
Interviewer 00:19:37.05	Like an omelette?
Participant 00:19:38.14	No no no, I mean cottage cheese. And for my lunch, I usually try to get some soup and also some meat. It doesn't matter if it's like pork, beef or chicken with some rice or potatoes or some noodles. Like pasta. And usually for my evening I try to have some like balanced meal. It's somehow probably, not like the same thing but it could be similar to my lunch, then I have some snacks like fruits or some, I don't know, some croissant or something like that. That's it probably.
Interviewer 00:20:54.16	Do you think it's important for you to have a healthy diet?
Participant 00:21:02.08	Yes, sure, because I remember the days when I didn't really care about my diet for example you can not eat like fast carbs before and after you go to the gym like some burgers or something like fast food. Any crunchy things like I don't know McDonalds, Subway, KFC, or Burger King because you feel really full and it's harder to move in the gym and also you feel kind of bad after the gym.

Source: Semi-structured interview

Card 13

Participant prepares going to the gym by eating a healthy breakfast, and after the gym they eat a healthy meal. They understand the theoretical side about healthy eating and apply this to their lifestyle. They also bring a rolling mat, drink bottle and elastic band.

Interviewer 00:13:42.13	What do you usually do before and after you go to the gym? I mean before you go to the building of the gym.
Participant 00:13:54.26	I have a gym building in my apartment so it is easy for me, but it doesn't matter really. Probably I take care of my breakfast surely because it shouldn't be too fat. It should contain a lot of proteins and carbohydrates to have some energy and to have some let's say molecular building materials for your muscles. With my gym stuff I also take care of my water bottle because it's important to stay hydrated, and immediately when I go home from the gym, the first thing I do is I don't go to the shower, I eat. Because you have this carbohydrates window which you need to close. I mean thirty minutes after you practice, you have a peak of your protein absorption and carbohydrates absorption so you need to equalise the level of carbohydrates and protein in your body so you eat first to let the muscles grow. Then also you control your hydration condition. After that you go to the shower and it's I think a personal thing with somebody who prefers cold showers and if somebody prefers warm ones, but for me personally I like warm shower because after that I feel like a new person.
Interviewer 00:15:51.26	You said you bring things like you pack your gym stuff - like your water bottle because it's important to stay hydrated. Is there anything else that you bring with you when you're going to the gym?
Participant 00:16:06.27	It really depends where I go because I have some stuff which I don't have here in my gym at home but I have it in our hockey team gym. So if we are speaking about like some gym subculture, probably I should speak about my home gym. I also take the roller for warm up of my muscles, I also take some carpet, I mean like gym carpet you know like a mat. Also some, how do you call it like when you have a rope in your arms and you-
Interviewer 00:17:02.23	Like an elastic band?
Participant 00:17:04.10	Yeah, that thing. And probably that's it for my personal training.

Source: Semi-structured interview

Card 12

Clean and practical locker room.



Locker fits gym bag with towel, bottle and clothes.



Showers are clean and have curtains for privacy.



There is a coat rack for big winter jackets and a full body mirror.

Source: Observation

Card 8

Women exercising together as a group in the functional zone (using body weight and yoga mats)



People doing same exercise in a big group
Big group on pink mats. People in a line with cards (showing the name of each station)
People in a line doing separate exercises.
separate exercises and then switching every 2 minutes to the next station.

Source: Observation

Card 5

Equipment used at the gym and gym equipment used at home.

At the gym all of the participants use weights. There is some concern from the family that they might be lifting weights that are too heavy. From my observation, I saw that the gym members look into the mirror at themselves and I could hear them breathing in and out loudly. One participant mentioned that when they are working with weights, there is someone called a 'spotter' who helps to lift the weight if a person is struggling. If there are no spotters there are safety bars they use at their gym or they would use a lighter weight. I also saw in my observation that people put towels down on the gym equipment when sitting down or laying down using the equipment. Participants do not use the same equipment at the gym and at home. One participant said they use things they find around the house for equipment to exercise with. Another participant said they don't have much equipment at home, they have some free weights which can exercises the whole body.

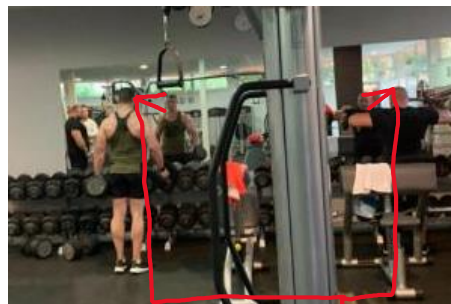
The family is worried that the participant practices too much and lifts too heavy weights. But family and friends appreciate that he is keeping healthy.

Interviewer 00:34:48.02 How do your friends and family and people who are close to you feel about you going to the gym?
Participant 00:34:58.12 I think probably that they appreciate it, I mean overall they appreciate it but from the family side there is some concerns sometimes that I might practice too much or have some heavy weights in the gym so they have a concern but also appreciation from the family side. From the friends side, I think all of them think that it's an excellent thing, also most of my friends like go to the gym so I think it's some good environment, gym wise and a good environment around me. Also have some appreciation and some motivation from the outside of the gym.

Source: Semi-structured interview

Card 17

Men looking into the mirror while exercising with weights.



People standing close to the mirror looking at themselves.

Source: Observation

Card 1

Participant has simple gym equipment called free weights at home to exercise all of the body.

Interviewer 00:15:23.95 Do you have any gym equipment at home or anything like that?

Participant 00:15:33.94 The only gym equipment that I have at home is some free weights and a medicine ball, and that's about it when I want to get in a quick workout, I'll just use the little equipment that I have at home, I don't have much.

Interviewer 00:16:01.02 So a medicine ball and what was the other one?

Participant 00:16:04.80 Just some free weights like dumbbells.

Interviewer 00:16:10.98 How do you use that equipment and what do you use it for?

Participant 00:16:15.69 The medicine ball, I use a lot for like core exercises, the the free weights I used for like dumbbell or bench press or curls or shoulder press just exercises like that.

Interviewer 00:16:45.67 With these exercises, what are they good for? For example you said with the medicine ball that's for core exercises but what about the others?

Participant 00:16:57.85 So with the dumbbells they'd be good for your arms, your biceps and your triceps. An also you can use the dumbbells in your hands to squat or like split squat, they'd be good for your legs.

Source: Ethnographic interview 1

Card 26

Spotting is when there is someone to help lift up a weight that is too heavy. If they cannot lift the weight, they use something lighter. The gym has safety measures for such actions.

Interviewer 00:13:16.11 What do you call it when you have a friend or a coach lift the weight?

Participant 00:13:31.50 Like a spotter?

Interviewer 00:13:36.24 Yeah, like is that when they help you lift up the weight when you're struggling?

Participant 00:13:41.02 Yes, yes.

Interviewer 00:13:47.64 If you didn't have a team mate or a coach in the gym to help you lift a heavy weight, what would you do instead?

Participant 00:14:01.01 I'd probably not put on as heavy of a weight just in case if I wasn't able to lift it up so I wouldn't be like stuck or also at the gym you know a squat rack, there are safety bars I guess so like say if you can't lift up a weight, the bars will catch the weight then you can get out from underneath of the bar if that makes sense kind of.

Source: Ethnographic interview 1

Card 25

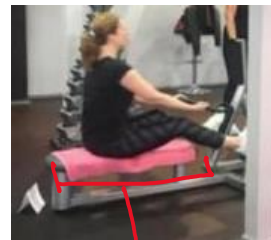
At home, the participant is creative with their types of gym equipment. They use household items and make things to create their own equipment for exercises.

Participant 00:21:18.34 Yeah, sure, sure so I have a pull up bar between the doors so that's what I use and I love using it. It's also good for stretching your back. Then I have a yoga mat which is good for exercises. Then I use these kind of home made gym things, like I have weights in a bag pack, so I use that to lift it. Then I also have some bars where I can add weight to it, so that's what I lift and I also try to use the interior of my living. When I was outside I use the outer spaces, whatever I could find that can help me with exercises. I used an old hose just to kind of do Australian pull-ups and have a broader variety of exercises. So basically I use home-made tools and for my exercise I don't need much equipment, so the pull up bar is very much sufficient for me and for what I need and what I want.

Source: Ethnographic interview 2

Card 40

People putting down towels on the weight machines before using it.



Towel acts as a barrier between their body and the equipment.

Source: Observation

Card 6

23. Insights

User insight 1: Gym members start going to the gym between the ages 14-15 years, influenced by playing ice hockey and exercised with a coach or a trainer.

The participants had already been playing ice hockey before they started going to the gym. The age which they start going to the gym is between 14 and 15 years old. They had the assistance of coaches and trainers who taught them what to do at the gym. The participants were also influenced by other ice hockey team mates who already started going to the gym before them.

Data from semi-structured interview

00:04:44.03 "I think my first time was when I was about fourteen years old. It was when I first practiced with the men's Russian (ice hockey) team. At this time I had no idea what the gym is and how it is supposed to be." (Card 9)

00:05:51.16 "So first of all I practiced with my team and the coaches, and the coaches provided us with the right information about how the work should be at the gym and how much we should practice." (Card 9)

Data from ethnographic interview 1

00:03:21.19 "Around fourteen years old I decided to get a little more serious about playing hockey. I played hockey since I was a little kid and my friends around me and other people I played hockey against started training off the ice and in the gym. And so that's when I decided to take up going to the gym and working out with a trainer. It was a small group with other hockey players." (Card 19)

00:06:38.79 "I don't think I would be going to the gym as much as I do now because of hockey" (Card 21)

Data from ethnographic interview 2

00:13:20.73 I think those times, we were young maybe fifteen, so I would say the team was divided with boys who already knew how to lift weights and how to exercise in the gym." "The team was divided.. With those who knew how to lift.. I belonged just trying to catch up with the others" (Card 37)

00:15:55.58 "I think that this division was due to the performance on the ice and the better the player was, the more confident he was." (Card 37)

00:07:18.04 "I think that ice hockey developed in a way that I definitely want to keep myself in shape and I definitely want to move and do something with my body." "I think it is very dependent on the environment and people around. Because some people just don't do sport all their life and maybe what I would do if I didn't do ice hockey." (Card 34)

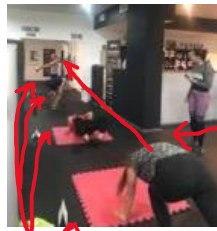
User insight 2: The motivation for going to the gym comes from the good feeling after they have finished working out, usually with friends.

Gym members feel good about their body being healthy, and their muscles being in good condition. Being motivated can be hard sometimes, but by simply putting on gym clothes and reminiscing of how good they will feel once they finish working out is an important aspect of motivation. Balance, perseverance and regularity are all important factors which influence a consistent routine for going to the gym. These factors are also applied to their personal life such as diet, mental health and studying. Gym members also understand their limits and try to push them which is both challenging and motivating. External motivating factors are their environment; friends and family have a positive influence on the participant's gym lifestyle. Going to the gym with friends is also seen as competition which is motivating.

Women exercising together as a group in the functional zone (using body weight and yoga mats)



People doing same exercise in a big group



People in a line doing separate exercises.



Big group on pink mats. People in a line with cards- (showing the name of each station) separate exercises and then switching every 2 minutes to the next station.

Source: Observation.

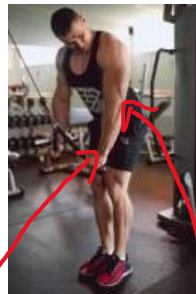
Card 5

People wear tight-fitting clothes.



Tank top

Leggings



Tight shorts and tank top (showing muscles).



Tight tank tops, t-shirts.

Source: Observation

Card 4

Data from semi-structured interview

00:34:48.02 I think they (Friends and family) overall appreciate it (participant going to the gym). From the friends side I think all of them think its an excellent thing, also most of my friends go to the gym so I think it's some good environment around me. Also I have appreciation and motivation outside the gym" (Card 17)

00:23:26.05 "Yeah sure a lot of jokes, we are helping each other when someone is doing an exercise wrong so I think it's really helpful to to go to the gym with some friends or some group because it's really helpful. Like you also have some motivation to try and work harder and if you have some problems, you can ask someone for help." (Card 14)

00:24:50.25 "(Motivating factors are).. My muscle condition and my health condition... And probably like this motivation from the health side but muscle wise I think that all athletes can confirm if you don't go to the gym or maybe like two weeks, your muscles mass starts to decrease... If you don't practice your body starts to absorb proteins in your muscles because you don't use them so I think practicing in the gym is also about regularity." (Card 15)

00:28:50.05 "Something that motivates me is my mood after going to the gym because you are feeling like hyped and also you have something like runner's high when you are feeling not like high but feeling well after doing some exercises and throughout like ten years I get well with this feeling and this feeling also motivates me to work on myself." (Card 15)

00:36:43.28 "I started feeling better because you know that going to the gym it provides not only muscle growth but also your mental health, knowledge and your knowledge in nutrition and diet... It had some influence on my personality." (Card 18)

Data from ethnographic interview 1

00:10:06.06 "My motivation would be to try and get into the best shape as possible. Then also when I work out, I work out with a few other friends and it's almost like a friendly competition who can get into the best shape throughout the summer." (Card 23)

00:11:57.28 "Sometimes I'll wake up and I don't feel like going to the gym at all, but having those friends that I work out with kind of gives me the extra push to go to the gym and it makes it a lot more fun when your friends are there" (Card 24)

00:19:53.44 "When I wake up and I'm not really in the mood to go to the gym, I try and remind myself that it's going to feel great once the workout is over... Especially on the days where I'm not feeling the greatest or not feeling like going to the gym, I feel very accomplished once the workout is over That's what I try to tell myself on the days where I feel lost and I don't feel like going to the gym." (Card 23)

Data from ethnographic interview 2

00:26:35.16 "One thing that I've taken is that I can go hard and push myself to the performance." "Keep an eye on the balance and the amount of stuff I do in comparison to what I am able to do." (Card 42)

00:29:09.62 I definitely encourage you to do so because it is a good feeling but it might not be easy in the beginning but you will feel a lot better afterwards, I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. It can also be very fun." (Card 44)

00:24:39.23 "You need kind of a balance and perseverance. Which connects to basically anything, studying, working, you need to have a balance of diet, the time when you are not exercising and the time when you are exercising." (Card 41)

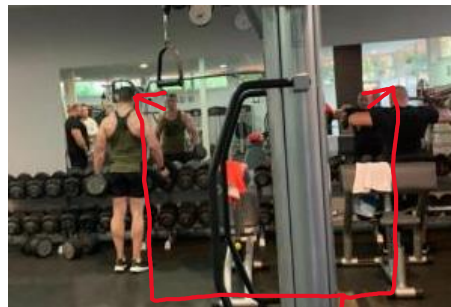
00:08:27.11 "I think those are the days when I don't feel like exercising or it's kind of rough to get into my workout costume, like t-shirt and shorts but even though I managed to do it, and then after exercise.... I feel pumped and ready to do something productive. Or learn something new afterwards, or cook, it just makes me feel good." (Card 35)

00:03:07.92 "I warm myself up at home because I like to play music and maybe do some dancing kind of moves ... That really helps when I do it with music and kind of just dance a little bit and that's why I do it at home. I don't feel like playing music outside or loosening myself up outside." (Card 32)

User insight 3: Gym members are aware of the risks of being unfit and being injured so they need to be cautious of what their physical limits are.

It is important to first of all be skilled in understanding how to properly do movements of exercises before introducing weights. At a young age when the gym member started going to the gym, this is what they started doing. Once they became more advanced they introduced weights. There are safety bars on squat racks which gym members can use if they don't have a spotter to help them lift weights. Gym members bring equipment like a water bottle, mat and elastic band with them to the gym while they use simple equipment at home. The physiotherapist assists people at the gym by supporting them in different ways. From my observation he is seen helping one patient stretch, supporting another patient while exercising and touching another patients body while she stands still. Understanding physical limits is important so that gym members do not get injured. They want to feel fit and healthy so that they are at their optimum level.

Men looking into the mirror while exercising with weights.

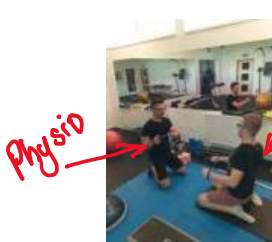


People standing close to the mirror looking at themselves.

Source: Observation

Card 1

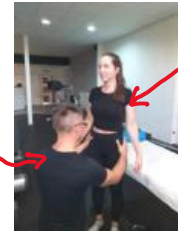
Physiotherapist helping people.



The physiotherapist appears to be stretching the patient's wrists With an elastic band.



Physiotherapist is helping the patient by holding him while doing mobile exercises.



Physiotherapist is patting down the patient's body.

Source: Observation

Card 7

Data from semi-structured interview

00:13:54.26 "With my gym stuff I also take my water bottle because it is really important to stay hydrated." (Card 12)

00:16:06.27 "I have some stuff which I don't have here in my home gym but I have it in my hockey gym. At the home gym I take roller for warm up of my muscles, I also take some carpet, I mean like gym carpet you know like a mat. Also an elastic band." (Card 12)

Data from ethnographic interview 1

00:04:21.31 "When we were at the gym when I was younger, it wasn't so much about lifting heavy weights but more about getting the fundamentals and mechanics of proper exercises that we were doing in the gym. Once we understood how to properly do exercises is when we started adding more weight and trying to lift more heavier. (Card 20)

00:09:11.96 "In Canada sometimes trainers think the only thing that's important is trying to lift as heavy as possible. It can be pretty hard on your body and you're super sore after working out like

that.”“I’ve found that my body feels not as sore and it feels more loose after working out here in Slovakia” (Card 22)

00:15:33.94 “ The only gym equipment I have at home is some free weights, a medicine ball and that’s about it. I just use the little equipment I have at home. “(Card26)

00:14:01.01 “If there was no spotter I’d probably not put on as heavy weight. Also at the gym there is a squat rack with safety bars and the bars can catch the weight.” (Card 25)

00:22:35.78 “My advice would be to start every exercise or every lift either start slow and work your way up or start light and work your way up” (Card 30)

Data from ethnographic interview 2

00:09:44.91 “I know that if I didn’t exercise I wouldn’t feel as good as when I do exercise. I know it for sure. Because when I had an injury, very recent, I couldn’t exercise for two months and I could feel that I wasn’t at my optimal level when it comes to physical and mental well-being.” (Card 36)

00:09:44.91 “When I go up the stairs or when I lift something, I won’t feel like it’s going to break me, or that I am going to die after climbing up the stairs. I like to feel like the stairs and lifting things are not a problem” (Card 36)

00:21:18.34 “I have a pull up bar between the doors so that’s what I use and I love using it. It’s also good for stretching your back.I have a yoga mat which is good for exercises. Then I use some kind of home made gym things, like have weights in a bag pack so I use that to lift and I try to use the interior of my living.”(Card 40)

24. Methodological learnings:

I think overall I gathered more data than I expected which inspired many ideas for me. Before adding the data cards to the affinity diagram, I should have checked the spelling mistakes from the transcript because there were some errors. Also adding more than one of the same data cards to multiple clusters would have helped me because some clusters of information overlapped. Highlighting quotations from the data cards within the clusters would have helped me to pinpoint relevant insights more efficiently. I think that I made good clusters that share relevant information which led to valuable insights and conclusions.

25. Proposal for next steps

25.1. Questions/topics: What contributes to feeling at the optimal level? What are the risks of being unfit (Both physically and mentally)? What is the science behind the positive feeling after working out? How does putting on working out clothes can change your mental state to be more motivated? What other things help them balance good mental health? How do gym members have a healthy and nutritional balanced diet?

25.2. Steps suggested: I think the next step I would take if I had more time would be to do another observation at a different gym environments. The data from my interview showed me that sometimes members go to their hockey gym which I assume has a more professional environment with more equipment. Sometimes the gym members use a gym by their home where they need to bring equipment with them. Participants also have equipment at home so I think it would be interesting to compare and contrast what these environments are like. I would also be really interested in doing interviews with professional gym trainers and gym coaches, nutritionist, physiotherapist and psychologist in order to get a very informative and deeper understanding into the other aspects of a healthy balanced lifestyle.

Week 1.7: design directions

26. Design directions

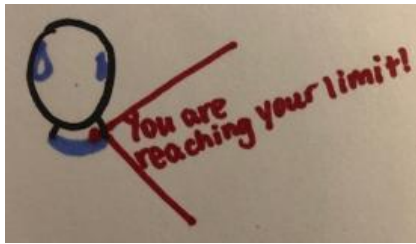
How might we get young teenagers to be involved in the gym sub culture without being influenced by a sport?		
Gym members start going to the gym between the ages 14-15 years, influenced by playing ice hockey and exercised with a coach or a trainer		
Idea 1: An app which explains the benefits of being fit and healthy. It also shows the risks of being unhealthy and provides a beginners guide to exercising. 	Idea 2: Simulation that physically shows you how good your body will feel after going to the gym and how your body can look in better condition if they started going to the gym. 	Idea 3: Virtual speed dating app where teenagers get to know coaches/trainers who can suit their specific user needs. 

How might we get others to feel motivated in order to initiate a gym routine?		
The motivation for going to the gym comes from the good feeling after they have finished working out, usually with friends.		
Idea 1: App which reminds you how happy you felt after you finish exercising when you haven't exercised in a long time. 	Idea 2: Gym club where people who have the same interests, same level experience at the gym can exercise together as a group. 	Idea 3: Dress up game where you can choose what outfit you would feel good in and look in that you can choose before working out. 

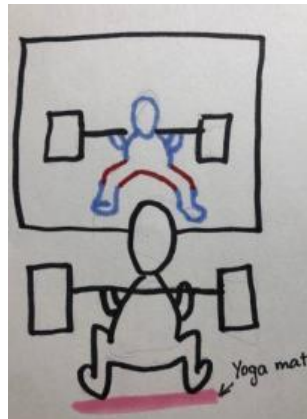
How might we make a professional gym experience at home while reducing the risk of injury?

Gym members are aware of the risks of being unfit and being injured so they need to be cautious of what their physical limits are.

Idea 1: Necklace that measures pulse when blood pressure increases. It notifies when they think the gym member is reaching their physical limit.



Idea 2: Virtual screen shows a reflection of the gym member's body. The blue zone is the safe zone and red zone shows where tension in the body is increasing and where they are at risk of injury.



Idea 3: Virtual assistant spotter if there are no safety bars for the weights which are used at home.



APPENDIX

Appendix A: desk research

Farmer-Brent, G., 2013. Identifying The Subculture Of The Perfect Body. [online] D1wqtxts1xzle7.cloudfront.net. Available at:

<https://d1wqtxts1xzle7.cloudfront.net/37555084/Identifying_the_Subculture_of_the_Perfect_Body.pdf?1430905723=&response-content-disposition=attachment%3B+filename%3DIdentifying_the_Sub_Culture_of_the_Perfe.pdf&Expires=1600025803&Signature=FJ1sjCibWTtYkeXFL1v3G6QiTi0sIKwO9NjFvsI494E50QzqfCz~J8RgFeRPbvsZ4O5a5geR5suUvcstBBlwzYielFIV3FSuOCPe2E8qCW5JYHhUsCX2J7u1EP~R3KJuZCa~vEA55yH9PSIFz35NSvSdjMtijBVE4AkYQr6F-Eo-oDw8GQE~lOdB6yu6YihNZgWs-Ve-UA8RYtzoWtCW-nuQizDNCjwoMdgL2ILBacjWq696TkJnt8hmYIUNIPeVK3JCZ8kzIOHXTyBeBnySt8U9XGPX3BXpHkO68mMEqWgVl44443ZEYFEdMEvfl1T4GjDyRBjOJ7UobZoGaA__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA> [Accessed 13 September 2020].

Gym environments can indeed heighten a sense of not belonging, resulting in high drop-out rates. Quitters mentioned three particular aspects: the look of their body as compared to better looking, fitter people; their poor performance with exercise equipment and training techniques; and their sense of exclusion from the social scene. (Sassatelli, 2010)

Here's a rundown of the courtesies expected at a gym:

- Don't sit on a machine you're not using or when you're between sets. Let a fellow gym member "work in" (alternate) with you. If someone else is using equipment that you have your **eye** on, feel free to say, "Mind if I work in with you?" It's perfectly acceptable for you to change the weight setting or seat level; just be sure to restore them after your set.
- Keep your grunting to a minimum. Sure, a weight room isn't a public library, but it's not a championship wrestling arena, either. "Some of these guys scream like it's the equivalent of male **childbirth**," Gostigian says. Loud noises not only distract other gym members but alert them to the fact that you're lifting more weight than you can handle.
- Don't tote around your gym bag. That's what lockers are for. "Gym bags on the floor are a hazard," St. Michael says. "Plus they take up space, and the gym's crowded enough as it is."
- Don't drop your weights. When you're finished using a set of dumbbells, gently place them on the ground. "I've seen people drop their dumbbells from four feet in the air," Tucson trainer Steve Canis says. "It's a macho thing." It's also a dangerous thing; the weights can bounce around and break someone's toes.
- Keep your sweat to yourself. Carry a towel and wipe off the equipment when you're finished. "Some people leave a puddle of sweat on the bench they've just used – it's disgusting," Gostigian says.
- Unload your weight bar. Don't assume that the next person who comes along has the ability or desire to clean up after you. "A lot of guys leave heavy weight plates on a barbell and then walk away," Gostigian says. "But for most people, just lifting those 45-pound weights is a challenge." By the same token, a guy bench-pressing 225 pounds isn't going to want to bother removing someone's 10-pound weight plates.

St. Michael, M., 2020. The Gym Culture Handbook. [online] WebMD. Available at: <<https://www.webmd.com/fitness-exercise/features/gym-culture-handbook>> [Accessed 13 September 2020]

Discussion

The bodybuilding project implemented intensively for several years leads to the creation of a certain self-perception (Peters & Phelps, 2001) where the observation of the training's effect results in the change of self-image: 'I always wanted to be a big dude, I just like it. I feel better in my body, since I started bodybuilding' (Adam). At the same time, this may also cause problematic behaviors, such as obsessive dietary tendencies (Marzano-Parisoli, 2001). The bodybuilding ritual of intensive, continuing workout and restrictive diet also reinforces self-perceptions that, in turn, motivate for further activity: 'I just like this. Diet, exercise, these things, you know' (Mark). It is also connected with the direct action of having certain effects in appearance: 'Fat burning, got it?' (Bart), that other people appreciate and find attractive.

As the respondents indicated, the appreciation by others is another motivating factor that makes up for all the sacrifices of bodybuilding: 'When my sister came back after four months from England and told me that I 'grew up' a lot, it made me so happy. Especially that you don't notice the results yourself' (Luke). In this context bodybuilding may be perceived as the powerful form of highly male dominated activity (Fussell, 1994, Glassner, 1990).

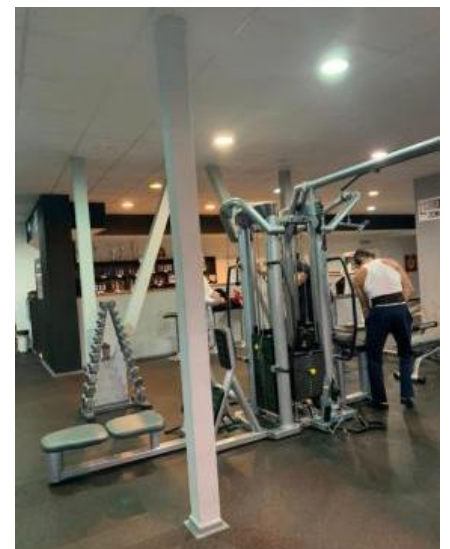
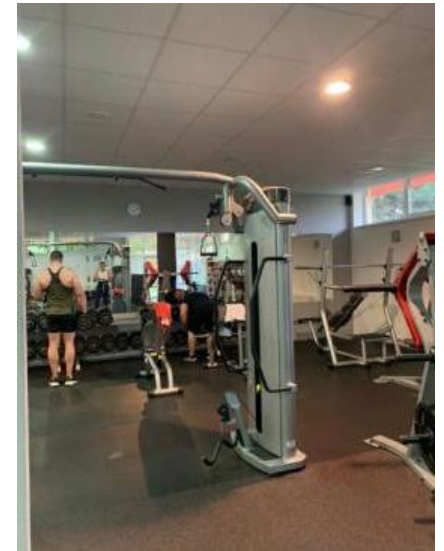
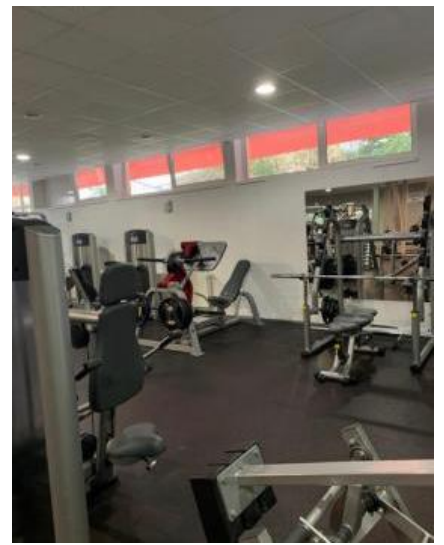
All respondents feel that appearance is the most important feature in interpersonal relationships development, including finding a job. They think that it is even more important than someone's skills: 'It's the most important how you look. You can see it when the girls come to the company where I work looking for a job. The prettier ones have better chances. The appearance is more important than competencies' (Adam).

The many years of training also result in the increase of their position in the peer group: 'The beefed-up guys catch attention of others. It happened that such *scrags* came to me asking about the secret of

Sawicki, K., 2016. Bodybuilding As A Subcultural Lifestyle Of Peripheral Youth. [online] Available at: <https://www.researchgate.net/publication/304624214_Bodybuilding_as_a_Subcultural_Lifestyle_of_Peripheral_Youth> [Accessed 13 September 2020].

Appendix B: Observation pictures and field notes

Pictures:



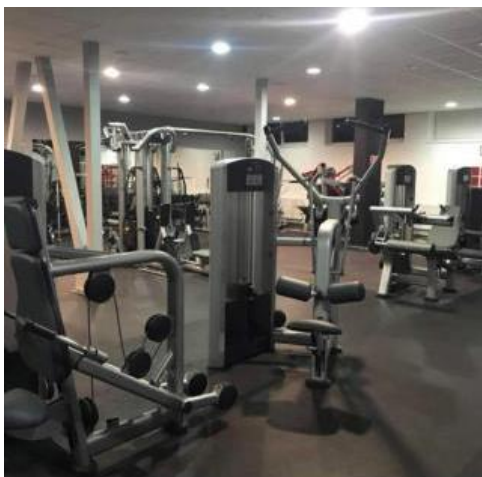
Appendix B: Observation pictures and field notes

Pictures



Appendix B: Observation pictures and field notes

Pictures



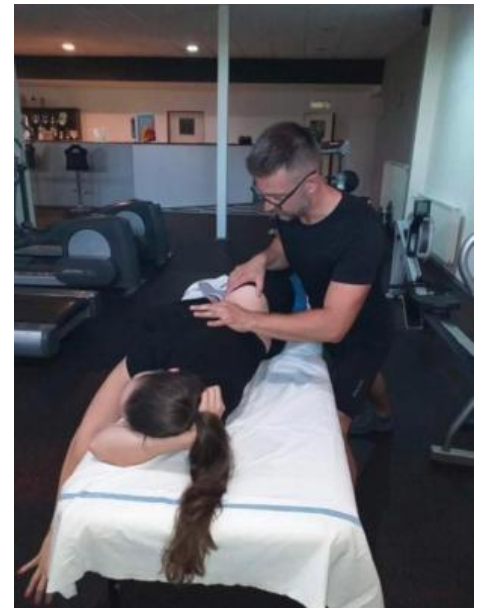
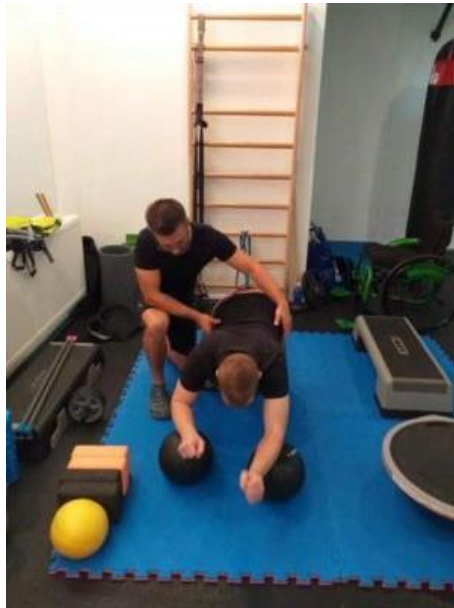
Appendix B: Observation pictures and field notes

Pictures



Appendix B: Observation pictures and field notes

Pictures



Appendix B: Observation pictures and field notes

Field Notes:

	Quantitative notes	Qualitative notes
People	Time: 17:40 There are 9 people at the gym. 7 people have their own towels which they put on the gym equipment. They also wipe themselves with it. 2 people have paid to borrow towels from the gym (It has the gym logo). Time: 17:43 2 people glanced at their phone for 30 seconds. 3 people have on headphones. 4 people start interacting to each other while one sits on the bench. Time: 17:45 2 people lean on the equipment while they talk to each other. 1 girl is with a personal trainer. Time: 17:50 One guy has been on his phone for the past 5 minutes. One group of two guys are doing bench presses together and another group of two are doing leg presses together. Time: 17:51 People switch between equipment every 5 minutes. Time: 18:00 3 guys arrived in the gym and they are all speaking to each other. There are now 12 people in total (not including the functional zone) Time: 18:05 One guy has been at the same equipment for 10 minutes and is looking in the mirror while he works out.	Time: 17:40 Everyone is doing their own exercise. One person is training with a personal coach. Everyone has their own drink bottle. One person asked the receptionist to fill up a cup of water for them because they left their drink bottle at home. Time: 17:43 People are on their phones interacting, laughing and others join in. Time: 17:45 Everyone in the gym is exercising using weights except for the girls. A group of girls are in the functional zone which is a place to exercise without weights. They look in the mirror every few moments and talk to each other while they exercise. Time: 17:50 One guy is pumping his biceps while looking directly into the mirror. Time: 17:51 A lady just entered the building, she asked for a key then went into the locker room. Time: 17:55 Receptionist is speaking to a coach. Receptionist is also the DJ who plays rave music out loud on the speakers. Time: 18:05 You can hear how people using the weights control their breath. They do loud exhales when they release the muscle from flexing it. Time: 18:09 People have stopped exercising, everyone is talking to each other and one guy is on his phone, another is talking to the receptionist. One lady has left. One guy is wearing a sports watch. Time: 18:15 People are wearing tight clothes. The people who have bigger muscles wear tighter clothes. There is a physiotherapist with someone.
The gym	There mirrors on 3 walls covering about 70% of the wall. There are 2 showers with curtains in the locker room. There is 1 full size mirror and coat hanger.	There is a variety of gym equipment (for body workouts, cardio, weights) Lockers are pretty small. There is a poster on one of the lockers. There is a reception with drinks, towels and other necessities.

Appendix C: data cards

Men looking into the mirror while exercising with weights.



People standing close to the mirror looking at themselves.

Source: Observation

Card 1

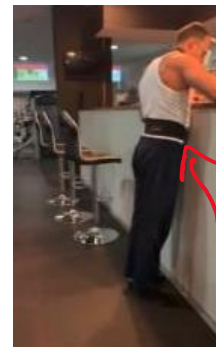
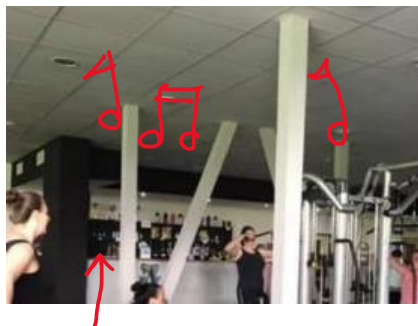
Man wearing headphones while exercising.



Source: Observation

Card 2

Reception desk with DJ, receptionist and other necessities.



There is a DJ playing music behind reception.

People can buy necessities at reception: Water bottles, towels, key for locker.

Gym member at the reception talking to receptionist.

Source: Observation

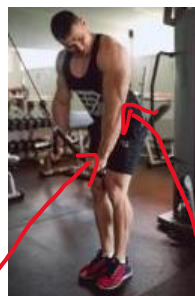
Card 3

People wear tight-fitting clothes.



Tank top

Leggings



Tight shorts and tank top (showing muscles).



Tight tank tops, t-shirts.

Source: Observation

Card 4

Women exercising together as a group in the functional zone (using body weight and yoga mats)



People doing same exercise in a big group



Big group on pink mats. People in a line with cards (showing the name of each station)



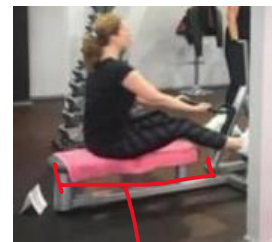
People in a line doing separate exercises.

separate exercises and then switching every 2 minutes to the next station.

Source: Observation

Card 5

People putting down towels on the weight machines before using it.

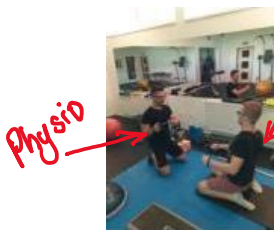


Towel acts as a barrier between their body and the equipment.

Source: Observation

Card 6

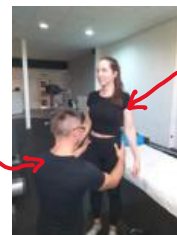
Physiotherapist helping people.



The physiotherapist appears to be stretching the patient's wrists With an elastic band.



Physiotherapist is helping the patient by holding him while doing mobile exercises.



Physiotherapist is patting down the patient's body.

Source: Observation

Card 7

Clean and practical locker room.



Locker fits gym bag with towel, bottle and clothes.



Showers are clean and have curtains for privacy.



There is a coat rack for big winter jackets and a full body mirror.

Source: Observation

Card 8

Participant typically starts going to the gym at 14 years old, introduced by hockey practice.

Participant 00:04:44.03	I think my first time was when I was about fourteen years old. It was when I first practiced with the men's Russian team. At this time I had no idea what the gym is and how it is supposed to be. Later it was fine for me. However, my parents were kind of afraid that I might be working with some heavy things and that's the only thing I remember properly about my first times.
Interviewer 00:05:38.21	And you said you first had no idea about the gym so how did you find out in the first place?
Participant 00:05:51.16	So first of all I practiced with my team and the coaches, and the coaches provided us with the right information about how the work should be at the gym and how much we should practice. Also with which weights we should work with. And also about our diet and hydration during the practices.

Source: Semi-structured interview

Card 9

On average, they go to the gym twice a week but if they have too much work or they are in poor health, it is only once a week.

Participant 00:06:26.09	It's really depends, but I think it's about two times a week. It might be lower like one time or higher like three times but on average, two times per week.
Interviewer 00:06:51.13	And so, what exactly does it depend on? Why sometimes three times or two times or even once?
Participant 00:06:59.18	So sometimes I go to the gym with my team as a part of the training process, but when I have more study things to be concerned about, I don't go to the gym with my team. I would probably work alone at the gym instead. It also depends on my health conditions. If I feel like I am too tired from some mental work like studying, I won't go to the gym. I will have some mental rest from studying.

Source: Semi-structured interview

Card 10

Exercises are not focused on one aspect of training the body. There is a very wide range of activities they do in a training session, but they enjoy friendly competition of weight exercise against their team mates.

Participant 00:09:05.29	For example my practice in the group, it starts with a warm up and it should be like some running or some fast actions which will warm me up and give me more flexibility for the further training. And also some flexibility, like we have kettlebells and with them we do some long range motions to warm up like precisely some separate muscles. Or we are doing some stretching, for flexibility it could be any exercises on the lower or upper parts of our body. Then we go to the main part. If I am doing it on my own, I do about four to five exercises and each one is for four or three series. If we go to the gym with the team we are doing circular practice. We have three to six stations. And if you go from first station then you go to the second, the third and etcetera. You have about like four circles through the training. Then you have something like for the end of the practice you also do some stretching because you have like muscles really compressed, but something about compressed your body and you need to release the tension of your muscles and also do some stretching things. It could be with the roller, the roller is something like cylinder and its empty inside. The shape on the outside is small bubbles or something like that and you put it under your back and just roll on it. Then you also release the tension out of your back. Because I think that the back is an extremely important part of the body because it holds all the muscles that you have and if you have some problems with the back, it is good if you have some injury or just some pain. That's it probably.
Interviewer 00:12:38.21	Thank you, and what's your favourite exercise to do? What exactly do you enjoy the most about your gym experiences?
Participant 00:12:52.06	I like doing bench press, but I have no idea why, probably because when we were younger it was the most competitive exercise where you can put the most weight and it was fun to compete with your team mates who will do the biggest weight and so on. But it's really not like stupid, but it's just the thing I got used to probably. To do more of this than other things.

Source: Semi-structured interview

Card 11

Participant prepares going to the gym by eating a healthy breakfast, and after the gym they eat a healthy meal. They understand the theoretical side about healthy eating and apply this to their lifestyle. They also bring a rolling mat, drink bottle and elastic band.

Interviewer 00:13:42.13	What do you usually do before and after you go to the gym? I mean before you go to the building of the gym.
Participant 00:13:54.26	I have a gym building in my apartment so it is easy for me, but it doesn't matter really. Probably I take care of my breakfast surely because it shouldn't be too fat. It should contain a lot of proteins and carbohydrates to have some energy and to have some let's say molecular building materials for your muscles. With my gym stuff I also take care of my water bottle because it's important to stay hydrated, and immediately when I go home from the gym, the first thing I do is I don't go to the shower, I eat. Because you have this carbohydrates window which you need to close. I mean thirty minutes after you practice, you have a peak of your protein absorption and carbohydrates absorption so you need to equalise the level of carbohydrates and protein in your body so you eat first to let the muscles grow. Then also you control your hydration condition. After that you go to the shower and it's I think a personal thing with somebody who prefers cold showers and if somebody prefers warm ones, but for me personally I like warm shower because after that I feel like a new person.
Interviewer 00:15:51.26	You said you bring things like you pack your gym stuff - like your water bottle because it's important to stay hydrated. Is there anything else that you bring with you when you're going to the gym?
Participant 00:16:06.27	It really depends where I go because I have some stuff which I don't have here in my gym at home but I have it in our hockey team gym. So if we are speaking about like some gym subculture, probably I should speak about my home gym. I also take the roller for warm up of my muscles, I also take some carpet, I mean like gym carpet you know like a mat. Also some, how do you call it like when you have a rope in your arms and you-
Interviewer 00:17:02.23	Like an elastic band?
Participant 00:17:04.10	Yeah, that thing. And probably that's it for my personal training.

Source: Semi-structured interview

Card 12

A healthy diet is important for people who go to the gym. The participant eats things like fruits, vegetables, poultry and meat. They do not indulge in fast food because it is more difficult to move in the gym.

Interviewer 00:18:14.21 Okay, what do you usually eat in a day?

Participant 00:18:24.05 Like normally? I mean like when I go to the gym or when I go to the gym? Or it doesn't matter?

Interviewer 00:18:30.22 Just regularly.

Participant 00:18:38.03 Okay, for breakfast I think I only have three options. First one is let's say it's scrambled eggs with sausages and some bread and coffee. Then second option is let's say oatmeal with some berries or banana or strawberries in it. And third option is like with some cottage cheese and some berries and fruits.

Interviewer 00:19:37.05 Like an omelette?

Participant 00:19:38.14 No no no, I mean cottage cheese. And for my lunch, I usually try to get some soup and also some meat. It doesn't matter if it's like pork, beef or chicken with some rice or potatoes or some noodles. Like pasta. And usually for my evening I try to have some like balanced meal. It's somehow probably, not like the same thing but it could be similar to my lunch, then I have some snacks like fruits or some, I don't know, some croissant or something like that. That's it probably.

Interviewer 00:20:54.16 Do you think it's important for you to have a healthy diet?

Participant 00:21:02.08 Yes, sure, because I remember the days when I didn't really care about my diet for example you can not eat like fast carbs before and after you go to the gym like some burgers or something like fast food. Any crunchy things like I don't know McDonalds, Subway, KFC, or Burger King because you feel really full and it's harder to move in the gym and also you feel kind of bad after the gym.

Source: Semi-structured interview

Card 13

It is normal and common for the participant and his team mates to talk to each other while they are exercising as well as help each other out.

Interviewer 00:23:14.07 When you're practicing with your team mates, do you sometimes talk to each other while you're working out?

Participant 00:23:26.05 Yeah sure, a lot of jokes and also we are helping each other sometimes when someone is doing an exercise wrong. So I think it's really helpful to go to the gym with some friends or some group because it's really helpful. Like you also have some motivation to try to work harder and if you have some problems like if you are not sure about the weights that you can handle, you can ask somebody for help like to check if everything is alright. And probably for the last exercises they can help you with like bench press, they can hold this weight and I think it's really helpful and yeah. That's it.

Source: Semi-structured interview

Card 14

Muscle condition and a good feeling after exercising is what motivates participant to keep going to the gym. It is not so much about looks and outer appearance, it is more for health.

Interviewer 00:24:45.24 What motivates you to always go to the gym?

Participant 00:24:50.25 My muscle condition and also my health condition. Because in the gym I try to somehow combine the power, strength training and also some cardio training. And if I don't do strength practice, it doesn't really bother me but if I do cardio things I feel really exhausted all the time probably because your blood flow is not that fast as I used to because like I had practices almost every day for almost 30 years and I feel really bad when I miss some trainings. And probably this like motivation from the health side but muscle wise I think also all athletes can confirm if you don't go to the gym or just don't practice for a long time maybe like two weeks, your muscle mass starts to decrease. It happens like because muscles also should have some condition and if you don't keep practicing, your body starts to absorb proteins which are your muscles because you don't use them so I think practicing in the gym are also about some regularity.

Interviewer 00:26:51.29 So for you it's really really important to look after your health, so how are you tracking your health and what kind of goals do you set?

Participant 00:27:12.25 I am setting goals not for my health probably. I don't really care about my weight because I know it's really hard to control your muscle and fat mass. Because when you weight you don't actually know if you have more muscles or if you have more fat. So if I look at myself in the mirror and I see that I have a beer belly, it will motivate me to go to the gym but you know I'm just kidding. Probably I weight myself sometimes but I also set some goals of what I do in the gym. When I go regularly on my own, I try to at least somehow increase the weight during the exercises or do more exercises to improve myself.

Interviewer 00:28:38.15 If on some days you don't feel motivated to go to the gym even though you know you need to go, what would you do?

Participant 00:28:50.05 I don't really have this moment, probably drink some coffee, I know it's not really helpful to drink coffee before the practice but probably that's the best thing to do to get some sugar because sometimes you feel exhausted or just lazy just because you are having low sugar so if you have more sugar you are feeling better. Also something that motivates you is your mood after going to the gym because you are feeling like hyped and also you have something like runner's high when you are feeling not like high but feeling well after doing some exercises and throughout like ten years I get used with this feeling and this feeling also motivates me to work on myself.

Source: Semi-structured interview

Card 15

Social media is not an aspect that personally affects the participant. It can be motivational to listen to speeches from gym members. He thinks that it does affect other's greatly.

Interviewer 00:30:07.21 What role do you think social media plays in the gym subculture?

Participant 00:30:16.18 Social media, I think that right now it has enormous influence on the masses because like I realized how the number of people who regularly go to the gym has increased and I think also it's motivation for some guys and girls who are feeling like somehow ashamed probably about their bodies because they think probably it's not true that they're looking like someone bad because I don't judge people but probably people don't want to look bad and if they are not satisfied about their body appearance or they have motivation from social media, they have some instructions and they can find coaches to arrange suitable times for them also they can pick some diet from other things in social media and also they can like find some suitable gym for them so I think the role is really important and it also has big influence on masses of people.

Interviewer 00:31:36.13 Does this affect or influence your motivation as well in any way?

Participant 00:32:04.15 I would say no but most of the time no, but in some special moments yes. Because all of these gym members they have like really good motivation speeches and I can also motivate you not only to go to the gym and work on yourself but work on yourself out of the gym. So I mean with studying or in like overall life, so to be a better person I would say.

Participant 00:32:57.02 And also, I think that this like nowadays, it has offers some positive sides in which like gym can replace some bad habits because for example for me, I have a relief when I practice properly with my team more than when I go to the gym alone, but for some people who are more like concerned about their academic life, when they were younger probably at some age at about sixteen or seventeen or eighteen years, they just acknowledge that they have that math movements in their lives and the gym is the place where they can go and do some movement. Because at these stages when you are twenty you could already have some problems with the back, or with the knees, or with anything so I think from this side it's also an important and essential thing in like teenager's side because it could fulfil their gap in the timetable or just fulfil their lack of movement in everyday life.

Source: Semi-structured interview

Card 16

The family is worried that the participant practices too much and lifts too heavy weights. But family and friends appreciate that he is keeping healthy.

Interviewer 00:34:48.02	How do your friends and family and people who are close to you feel about you going to the gym?
Participant 00:34:58.12	I think probably that they appreciate it, I mean overall they appreciate it but from the family side there is some concerns sometimes that I might practice too much or have some heavy weights in the gym so they have a concern but also appreciation from the family side. From the friends side, I think all of them think that it's an excellent thing, also most of my friends like go to the gym so I think it's some good environment, gym wise and a good environment around me. Also have some appreciation and some motivation from the outside of the gym.

Source: Semi-structured interview

Card 17

Going to the gym makes them feel like they have grown and improved as a person both mentally and physically. It has changed their persona.

Interviewer 00:36:27.02	Like overall from your whole experiences since you started going when you are fourteen, like how does that make you feel?
Participant 00:36:40.02	Like as a person?
Interviewer 00:36:41.20	Yeah.
Participant 00:36:43.28	I think that it's all some area where you can be good at and it's not only some strength side of the gym, you also have some theoretical side and I think that personally, I started feeling better because you know that going to the gym it provides not only like muscle growth but also your mental health and your knowledge in nutrition and diet and also you can get to know some muscles and their structure and which exercises are right, so overall I think that it not changed my life but it had some influence on my personality and also has some impact on like what I am now like personalised.

Source: Semi-structured interview

Card 18

The participant started going to the gym when they were fourteen years old. They started because of playing hockey and the friends around them.

Interviewer 00:02:47.74	Okay, so could you please tell me the point in your life when you decided to start going to the gym?
Participant 00:03:02.03	The first time I actually started going to the gym and training, I believe I was about fourteen years old.
Interviewer 00:03:13.85	Could you please tell me a little bit more about what was happening in your life at the time?
Participant 00:03:21.99	Yeah, so, around fourteen years old I decided to get a little bit more serious about playing hockey. I played hockey since I was a little kid and my friends around me and other people I played hockey against started training off the ice in the gym. And so that's when I decided to take up going to the gym and working out with a trainer. It was in a small group with other hockey players.

Source: Ethnographic interview 1

Card 19

Participant usually do exercises with weights, but before they learnt fundamentals so that they wouldn't injure themselves.

Interviewer 00:04:13.12	Could you tell me a little bit about what you usually do when you are at the gym?
Participant 00:04:21.31	Yeah so when we were at the gym when I was younger, I wasn't so much about lifting heavy weights but more about getting the fundamentals and mechanics of proper exercises that we were doing in the gym. So like how to squat properly, how to properly do a power plane and all the exercises we did with relatively light weight until we got the mechanics and fundamentals of the movements down. Then once we understood how to properly do the exercises, is when we started adding more weight and trying to lift more heavier.
Interviewer 00:05:23.02	Could you tell me what did you do the last time you went to the gym?
Participant 00:05:31.87	The last time I went to the gym was this morning and we did some exercises with a medicine ball, like passing the medicine ball back and forth to each other, we did some lateral jumps onto a box jump, we did some split squats and yeah that was about it.

Source: Ethnographic interview 1

Card 20

Participant would still be apart of the gym subculture is if wasn't for sport (hockey) but they probably would not be as involved.

Interviewer 00:06:24.67	If you wouldn't play hockey, do you think you would still be going to the gym and exercising as much as you do now?
Participant 00:06:38.79	I definitely think I would be going to the gym and staying active and staying fit. I don't think I would be going as much as I do now because of hockey but I definitely think I would be going at least a couple times a week and just try to stay as active as I could.
Interviewer 00:07:10.45	Could you tell me a little bit about an experience where you felt like going to the gym made you feel accomplished?
Participant 00:07:22.96	Yeah so in the summer, it's the off season for hockey obviously, so I go to the gym Monday to Friday every morning at nine am and just for example on a Monday morning going to the gym at nine, getting an hour or an hour and a half workout, getting home at ten thirty in the morning, and having the rest of the day to kind of do whatever you want, to me that's an amazing feeling. Just getting your hard work done early in the morning and out of the way and then getting to go and do whatever you want later in the day so that would be a feeling when I feel really accomplished, when I get my workouts done early in the morning.

Source: Ethnographic interview 1

Card 21

Prefers to not do as many weight exercises. It must be balanced. Too much weight exercises makes them feel sore.

Interviewer 00:08:18.23	Could you tell me about some experiences you've had going to the gym when you're in another country?
Participant 00:08:32.50	Yeah so me personally, I'm from Canada so this is my first year over here in Slovakia and I would say the main difference over here in Slovakia is they do a lot of exercises and movements with no weights, like a lot of body weight stuff and that's what I've noticed is the biggest change from working out here in Canada to working out here in Slovakia.
Interviewer 00:09:05.39	What do you think about that?
Participant 00:09:11.96	I think it's good, back home in Canada sometimes trainers think the only thing that's important is trying to lift as heavy as possible. It can be pretty hard on your body and you're super sore after working out like that. So here when you go to the gym and you're doing mostly body weight stuff and movement exercises, I've found that my body feels not as sore and it feels more loose after working out here in Slovakia.

Source: Ethnographic interview 1

Card 22

Motivation comes from the good feeling after exercising the body. They strive for this good feeling which motivates them to go back again.

Interviewer 00:09:55.40	Could you tell me about what usually motivates you to go to the gym?
Participant 00:10:06.06	My motivation would be to try and get into as best shape as possible. Then also when I work out, I work out with a few other friends and it's almost like a friendly competition who can get into the best shape throughout the summer. So I would say that's my motivation.
Interviewer 00:10:41.25	Can you give me an example of how you get motivated to go to the gym when you're maybe not in a good mood?
Participant 00:10:53.44	Yeah so when I wake up and I'm not really in the mood to go to the gym, I try and remind myself that it's going to feel great once the workout is over. Like you mentioned earlier, once I finish a workout, especially on the days where I'm not feeling the greatest or not feeling like going to the gym, I feel very accomplished once the workout is over. And so that's what I try to tell myself on the days where I feel lost and I don't feel like going to the gym.

Source: Ethnographic interview 1

Card 23

The participant does not feel as good when they go to the gym alone. Going to the gym with friends plays a role for keeping themselves accountable and motivates them.

Interviewer 00:11:30.44	Could you tell me also, you know how you said you work with a trainer in a small group, is that with your team mates?
Participant 00:11:41.53	No it's just like other hockey players of different teams but we're all from the same city if that makes sense.
Interviewer 00:11:49.12	Could you tell me about your experiences when you going to the gym with them?
Participant 00:11:57.28	Yeah so my experiences have been really positive like, sometimes I'll wake up and I don't feel like going to the gym at all, but having those friends that I work out with kind of gives me the extra push to go to the gym and also it makes it a lot more fun when your friends are there and it's a little bit of a social aspect to working out. Especially when you need a little bit of motivation and your friends are there to give you that motivation so definitely makes working out a lot more fun when you have friends to work out alongside of you.
Interviewer 00:12:47.47	Could you tell me how you feel in comparison when you are going to the gym alone?
Participant 00:12:57.83	I would definitely feel not as happy going to the gym alone, I would way rather go to the gym with a couple of friends. And yeah.

Source: Ethnographic interview 1

Card 24

Spotting is when there is someone to help lift up a weight that is too heavy. If they cannot lift the weight, they use something lighter. The gym has safety measures for such actions.

Interviewer 00:13:16.11	What do you call it when you have a friend or a coach lift the weight?
Participant 00:13:31.50	Like a spotter?
Interviewer 00:13:36.24	Yeah, like is that when they help you lift up the weight when you're struggling?
Participant 00:13:41.02	Yes, yes.
Interviewer 00:13:47.64	If you didn't have a team mate or a coach in the gym to help you lift a heavy weight, what would you do instead?
Participant 00:14:01.01	I'd probably not put on as heavy of a weight just in case if I wasn't able to lift it up so I wouldn't be like stuck or also at the gym you know a squat rack, there are safety bars I guess so I guess so I guess if you can't lift up a weight, the bars will catch the weight then you can get out from underneath of the bar if that makes sense kind of.

Source: Ethnographic interview 1

Card 25

Participant has simple gym equipment called free weights at home to exercise all of the body.

Interviewer 00:15:23.95	Do you have any gym equipment at home or anything like that?
Participant 00:15:33.94	The only gym equipment that I have at home is some free weights and a medicine ball, and that's about it when I want to get in a quick workout, I'll just use the little equipment that I have at home, I don't have much.
Interviewer 00:16:01.02	So a medicine ball and what was the other one?
Participant 00:16:04.80	Just some free weights like dumbbells.
Interviewer 00:16:10.98	How do you use that equipment and what do you use it for?
Participant 00:16:15.69	The medicine ball, I use a lot for like core exercises, the free weights I used for like dumbbell or bench press or curls or shoulder press just exercises like that.
Interviewer 00:16:45.67	With these exercises, what are they good for? For example you said with the medicine ball that's for core exercises but what about the others?
Participant 00:16:57.85	So with the dumbbells they'd be good for your arms, your biceps and your triceps. An also you can use the dumbbells in your hands to squat or like split squat, they'd be good for your legs.

Source: Ethnographic interview 1

Card 26

Things they have learnt from the gym is how to exercise properly to prevent injuries, how to work out and how to eat properly.

Interviewer 00:18:40.62 Could you tell me about some things that you have learnt while being at the gym?

Participant 00:18:53.19 A couple of things I've learnt from being at the gym would be how to properly do exercises, there is a lot of people that go to the gym and don't really know how to properly complete a movement or an exercise and that can lead to injuries. So I would say how to properly do exercises and how to work out and do as many exercises as you want but unless you're eating properly you're not going to see as good of or any gains in the work that you put in at the gym.

Interviewer 00:19:52.44 What exactly, like could you tell me a little bit more about what exactly you learnt about how to eat properly?

Participant 00:20:03.61 Yeah so probably since I started going to the gym it's just always been from my trainers telling me to get away from high sugar foods, fast-food obviously and you want to be eating like protein, carbohydrates and drinking lots and lots and lots and lots of water.

Source: Ethnographic interview 1

Card 27

The participant has learnt how to establish a good routine that they enjoy. They enjoy being active as well.

Interviewer 00:20:39.31 Can you tell me what have you discovered about yourself since you started going to the gym?

Participant 00:20:52.43 I discovered, probably the biggest thing I discovered is like before I started going to the gym I kind of viewed it as a chore and like I wouldn't actually go but since I have gotten into it and in a routine while having a group to go to the gym with, I have discovered that I do actually really enjoy going and I do enjoy staying active and being active.

Source: Ethnographic interview 1

Card 28

Personal coach uses tactics to elongate the time they spend doing exercises to push them and motivate them.

Interviewer 00:21:38.66 Could you tell me some example of what a trainer is saying to motivate you while he or she is training you?

Participant 00:21:53.25 It would just be like to motivate you like; give me one more rep or you can do a couple more reps, or say you're doing an exercise that's timed, the trainer would say you only have five seconds left, like push through it, push through it.

Source: Ethnographic interview 1

Card 29

The participant's advice for a beginner going to the gym would be to start slow and start light to achieve successful results.

Participant 00:22:35.78 My advice would be to start every exercise or every lift either start slow and work your way up or start light and work your way up.

Interviewer 00:23:03.47 Okay that's pretty much it, like I said before I'm just going to be using this information to find patterns from other research that I've done and find some insights with this new information and just reflect on what all of this means. So thank you so much for participating and thank you for your time. This has been really helpful for me.

Source: Ethnographic interview 1

Card 30

Participant started going to the gym after playing ice hockey to get into better condition and to stay active.

Participant 00:01:50.98 Yeah so, I've been playing ice hockey for eleven years and then when I stopped playing ice hockey, I started to feel not as in condition as before and I tried running then I felt alright, cardio is important but it's not everything that I want to do. I want to also do something different to maybe gain some muscle and also get myself in shape. So for me it was also more of a continuation of my physical activity and I think it was something that I have from ice hockey. That I wanted to do something and be active, do something with my body and that's why I wanted to start going to the gym and start exercising.

Source: Ethnographic interview 2

Card 31

Music and dancing is an important aspect in preparation for going to the gym. The participant plays music out loud at home for courtesy. They warm up the whole body at home before going to the gym.

Participant 00:03:07.92 Yeah so, usually I go to Outer Space gym which is usually the combination of different parts and some mats and things like this. I usually go there but I warm myself up at home because I like to play music and maybe do some dancing kind of moves, maybe loosening up arms, body, back and everything. That really helps when I do it with music and kind of just dance a little bit and that's why I like to do it at home. I don't feel like playing my music outside and dancing and losing myself outside. Then when I warm up, I go outside to the gym and usually I exercise not a particular part of the body, I don't specialise on one part but I try to combine these parts and usually my exercises are based on exercises of arms, chest and back. Maybe abs. I am not much of a fan for exercising my legs so I'm not sure if that's a sufficient answer? I can continue if you want...

Source: Ethnographic interview 2

Card 32

The last time the participant went to the gym was not specified. They do mostly body work outs which do not include weights. The routine consists of dance movements and push ups, starting gradual then getting more intense to avoid injury. They listen to music while exercising.

Participant 00:04:58.02 Yeah so, I think that the routine started with playing my favourite song and loosening up at home. A little bit dancing kind of thing, then a few push ups as that is not a very hard exercise as I wouldn't like to get hurt in the beginning. But it's also feels like a little bit of pressure. It's a little bit demanding but not too much, and I do a couple of push ups at a different level, then I change the grips. And it gets me kind of pumped. When the music is playing I feel that the exercising is starting. Then I continue with some more different and difficult exercises such as pull ups and others. And if I should continue, I also do some tabathas, I usually do my arm exercises. Then I add some tabathas for abs and belly and in the end, music is still playing then I really tend to also stretch out. Sometimes I don't but I don't manage to which is a pity because I know that it's important. So that's how my work out looks like roughly.

Source: Ethnographic interview 2

Card 33

Without initially being involved in sport (ice hockey), they don't think they would be involved in the gym sub-culture. It became a natural instinct to keep their body active after being introduced to the gym through ice hockey.

Participant 00:07:18.04 I'm not sure, I'm not sure, I think that the ice hockey developed me in a way that I want to definitely keep myself into shape and I definitely want to move and do something with my body. I see many kids who don't do sports or didn't do sports and they don't have this natural kind of thing inside them, that they want to exercise. So I'm really not sure, I think there many paths which different people can go whether they decide to exercise or not and I think it's very dependent on the environment and people around. Because some people just don't do sport all their life and maybe that's what I would do if I didn't do ice hockey.

Source: Ethnographic interview 2

Card 34

The participant appreciates themselves more and feels accomplished when they are able to still go to the gym if they are having a rough day (days when they feel like sleeping or doing nothing). After exercising on a rough day they are more productive and inspired to learn.

Participant 00:08:27.11 I think those are the days when I don't feel like exercising or it's kind of rough to get into my workout costume, like t-shirt and shorts but even though this I managed to do it, and then after exercise, I feel – because before the exercise when the day is rough, I feel like sleeping or maybe just doing nothing. When I manage to turn it, and those are the days when I exercise and I feel pumped and ready to do something productive when I exercise I like more to learn something new afterwards or cook, it just makes me feel good. So those are the days when I feel I appreciate it most.

Source: Ethnographic interview 2

Card 35

Motivation factors for the participant include being healthy so they can be the best version of themselves. They also go to the gym to be fit.

Participant 00:09:44.91 I think that my biggest motivation is, for me it's also kind of about health. I know that if I didn't exercise, I wouldn't feel as good as when I do exercise. I know it for sure. Because when I had an injury, very recent, I couldn't exercise for two months and I could feel that I wasn't on my optimal level when it comes to physical and also mental wellbeing. So that's my biggest motivation, in connection of the with feeling well that's connected to health and also feeling kind of functional. That when I go upstairs or when I lift something, I won't feel like it's going to break me. Or I am going to die after the stairs. I like to feel that stairs and lifting things are not a problem. Just an example. So those are my two key motivational factors.

Source: Ethnographic interview 2

Card 36

When the participant started going to the gym at 15 years old, there was a division in the group of boys. This division separated more experienced gym users from the less experienced, but the participant didn't feel the need to catch up with the others. The experienced group was loud and took up a lot of space.

Participant 00:13:20.73 Yeah sure, sure. I think those times, we were young, maybe fifteen, so I would say the team was divided with boys who already knew how to lift weights and how to exercise in the gym. Then there were the boys where I belonged, who weren't really sure and have never been to the gym. So that was interesting because those boys knew how to lift I would say. They were showing it off, at every opportunity. Then the rest where I belonged, were just kind of trying to catch up with them and so yeah I remember those times. Those were the first time when us as a ice hockey team started going to the gym, and this is what I remember.

Participant 00:15:55.58 Yeah so, I think this wasn't a factor for me, this wasn't my motivation to catch up on the boys because I started exercising later. But I think that this division was kind of due to also the performance on the ice and the better the player was, the more confident he was. And the more was the spaceful of him in the gym. He was loud and big and lifting big weights, but the other's weren't. So for me it wasn't something that I would admire and that I would like to do when I will be older, it wasn't motivation for me. So if that's a sufficient answer.

Source: Ethnographic interview 2

Card 37

The participant finds it beneficial to go to the gym by themselves because they are in control. They think that it can also be beneficial to bring a friend for motivation but sometimes they can be distracting. They don't always go to the gym by themselves.

Participant
00:16:38.33

I used to go by myself, I like that when you go by yourself, you are your own boss and chef. You can be there how long you want, you can lift whatever you want, you can do whatever you want and there is no one else, it's just about you and what you want to do or what you don't want to do. So that's what I really enjoy by going by myself. But on the other hand when I also joined my friends and we were going together, the group factor which sometimes is negative because someone is really not feeling like exercising, and then he's very chatty and you start chatting and then you are one hour in and you haven't done anything and you are just talking. But it's fine. Other days when you are feeling not so motivated, other's can take you with and you can have very good exercise, although you weren't feeling like having exercise at all at the beginning. So that's a big difference for me. This motivation factor, I wasn't feeling when I was playing ice hockey. So that's what I would say.

Source: Ethnographic interview 2

Card 38

Parents did not greatly influence the participant to start going to the gym. However, they brought him to start playing hockey which led to him going to the gym later on. The participant is the one who more so influences his parents to exercise.

Participant
00:19:15.76

I think that, I don't feel that parent's have had a big impact on me going to the gym because I was already an adult or maybe not an adult, but kind of old and really just my parents, I feel they weren't saying like go go go but also like don't go they were just encouraging me to find the right balance between the amount of exercise, so maybe that was their role in my exercising but otherwise maybe there wasn't such important role. But with ice hockey, definitely yes because my parents were there for me when it came to ice hockey and they encouraged me to play ice hockey. So maybe that connects also to the exercise, Now later on, now just when it comes to the present, my dad is exercising himself, so when he exercises, I feel that maybe I should too and the other way around. When I exercise he sometimes feels that okay maybe I should too so it's kind of the reciprocal motivation. So that's the role of my parent's in my exercising I would say.

Source: Ethnographic interview 2

Card 39

At home, the participant is creative with their types of gym equipment. They use household items and make things to create their own equipment for exercises.

Participant
00:21:18.34

Yeah, sure, sure so I have a pull up bar between the doors so that's what I use and I love using it. It's also good for stretching your back. Then I have a yoga mat which is good for exercises. Then I use these kind of home made gym things, like I have weights in a bag pack, so I use that to lift it. Then I also have some bars where I can add weight to it, so that's what I lift and I also try to use the interior of my living. When I was outside I use the outer spaces, whatever I could find that can help me with exercises. I used an old hose just to kind of do Australian pull-ups and have a broader variety of exercises. So basically I use home-made tools and for my exercise I don't need much equipment, so the pull up bar is very much sufficient for me and for what I need and what I want.

Source: Ethnographic interview 2

Card 40

From going to the gym, the participant has learnt that balance and perseverance are the two most important lessons. This is also applicable for other aspects of their personal life such as studying, working and everything else. It gives them a positive feeling.

Participant
00:24:39.23

Things that I've learnt, okay so, the most important thing that I've learnt is that you need kind of a balance and definitely perseverance. Which connects to basically anything, studying or working, you need to have a good balance of the diet, the ice when you are not exercising, and the time when you actually are exercising. So to keep an eye on kind of the right balance between things. Because when I exercise too much, it always ends up in some kind of injury, but when I wasn't exercising, it also wasn't very nice experience for me. Because I feel kind of stiff and then it's not my optimal performance, or just feeling overall. So yeah, this is basically the most important think I have taken from exercising and also a lot of small, small, little tweaks of how to exercise and maybe avoid sweat when I'm exercising and these details. But this is the biggest lesson I would say, that I have taken from exercising.

Source: Ethnographic interview 2

Card 41

The participant has learnt about their own limits, physical level and how hard they can push themselves when going to the gym.

Participant
00:26:35.16

What I found about myself, yeah so, I knew it also before but the one thing I've taken is that I can go hard and I can push myself to the performance, but the thing that I've learnt about myself is that sometimes I miss the limits of myself and then it doesn't go well. Then it's kind of problematic at the end of the day. So that's what I have learnt about myself through exercising. And I should keep an eye on this on every other level as well, school exercising and also other things. Keep an eye on the balance and the amount of stuff I do in comparison to what I am able to do. Because yeah, that's the answer.

Source: Ethnographic interview 2

Card 42

A friend or coach motivates them by using tactics to elongate the time they spend doing exercises to push their limits in a positive way.

Participant 00:28:14.96	Yeah sure, I think that for me, what works the most is 'do one more', 'and one more' because when I already think I am almost touching my limits, then if someone goes like 'do one more' 'do one more' then I go and push those limits.
----------------------------	--

Source: Ethnographic interview 2

Card 43

The participant is encouraging me to also go to the gym as their piece of advice so I can learn about myself and I could also find it fun.

Participant 00:29:09.62	One important piece of advice. Okay let me think. This is important. I definitely encourage you to do so that's one piece of advice, because it's a good feeling but it might not be easy at the beginning but you will feel a lot, a lot better afterwards, and you can learn about yourself also and as you asked me before about what have I learnt. That's a very good question because I believe through physical activity, you can also learn about yourself and your strengths and weaknesses. So that's definitely the advice I would give to you, to just go try it and then try to stick to it as much as can and you can learn about yourself and have fun exercising. I can be also very much fun, so I think that this would be advice from me.
----------------------------	--

Source: Ethnographic interview 2

Card 44