



## ANALYSIS OF COACHING BEHAVIOR IN HEALTH RELATED EXERCISE

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### INTRODUCTION

Coaching behavior as a social factor is said to be one key factor to motivation and participation in sport and exercise (Vallerand, 2007). According to self-determination theory (Deci & Ryan, 2002), research has shown positive correlations between need supportive coaching behavior and self-determined motivation or exercise participation in school (Van den Berghe et al., 2014) and in competitive sports (Amorose, 2007). Only few studies provide information about coaching behavior in health related exercise (Markland & Tobin, 2010). Research typically relies on self-report measures and mostly focuses only on the construct of “autonomy support”.

In this presentation a tool for analyzing coaching behavior will be introduced based on approved indicators for the support of the needs for autonomy, competence and relatedness. Videography allows an external perspective which will be displayed in relationship to coaching behavior perceived by participants.

### METHOD

Videotapes from  $n = 8$  coaches conducted to the elaboration of a system of categories which was initially developed from theory and empirical research. Video data are quantified and processed in statistical operations. Additionally, perceived coaching behavior was rated by  $n = 67$  participants in a coaching behavior questionnaire.

### RESULTS

Verbal and non-verbal coaching behavior can be described. On the verbal level content (e.g. explanation, feedback) and choice of words (e.g. specialist terms, metaphors) are encoded. Non-verbal categories consist of movements (e.g. exercise demonstration, gestures) and the location in the room (e.g. nearby the participants). Each category is assigned to either support for autonomy, competence or relatedness. Qualitative aspects of coaching behavior can thus be expressed in scores that depict dimensions of need supportive behavior.

### CONCLUSIONS

A theoretically and empirically based tool for analyzing need supportive coaching behavior has been developed. This tool will be relevant for analyzing interdependences of coaching behavior and motivational or behavioral outcomes of participants in future.

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