

**ASSESSMENT OF PHYSICAL ACTIVITY, IT'S  
BARRIERS AND MOTIVATORS AMONG  
PEOPLE WORKING IN MEDIA AND  
BROADCASTING INDUSTRY**

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## ABSTRACT

Although the benefits of physical activity are highly acknowledged, it is not pursued by most people and the rising burdens of NCDs showed a great importance. The determinants and prevalence of physical activity greatly varies among age groups and different sociodemographic levels. This cross-sectional descriptive study described the physical activity status, its barriers and motivators among people working in media and broadcasting industry which represents the modern world working population with high accessibility to health information. The association between barriers, motivators and physical activity status were assessed by chi-square tests. The over-all response rate was 38.4% containing more females (69.8%) than males (30.2%). About 57.4% of the respondents were less than 30 years of age and 79.6% had high educational statuses. People are mostly active in the study population and most of the people are engaged in moderate intensity activities then vigorous activities. Gender ( $p= 0.04$ ) was found to be associated with activity status among the study population. Most active status was achieved by travel activities and moderate household activities. Percentages of “Lack of willpower” and “Lack of resource” increased among the population but only “Lack of willpower” ( $p= 0.01$ ) showed statistically strong association with producing physical inactivity status. Health related motivators such as “Positive Health”, “Revitalization” and “Ill-health avoidance” were most prominent and 11 out of 13 motivators were associated with the activity status ( $0.03 < p < 0.001$ ). In exploring out of interest, most people chose “Gym activities” and “Brisk walking” for the type of physical activities and “online/ social media” for learning about physical activities.

The presence of household activities showed more variations in exploring the association between physical activities and sociodemographic, barriers and motivators. Sociodemographic factors showed no association with physical activity status. “Social influence” ( $p= 0.03$ ) and “Lack of resource” ( $p=0.04$ ) were the new associations found with physical activity and numbers of motivators with significant association decreased (only 4 out of 13). The involvement of household activities greatly differed the association and active status. Thus, the patterns and determinants of physical activity especially during a pandemic should be further explored.