

Effect of a Web Site Intervention on Physical Activity of College Females

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Objectives: To evaluate the effects of a social cognitive theory (SCT) Web site intervention on college female physical activity and to determine if SCT variables mediated physical activity. **Methods:** Ninety-one sedentary volunteers (intervention n=45; control n=46) completed questionnaires measuring self-regulation, outcome expectancy value, self-efficacy, and physical activity at baseline, 6 weeks, and 6 months. **Results:** The

intervention increased days of moderate physical activity at 6 weeks, and self-regulation mediated this effect. The effect was not sustained at 6 months. **Conclusion:** E-communications is an effective method to acutely increase self-regulation skills and moderate physical activity.

Key words: social cognitive theory, e-communications, exercise behavior

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