40 - MOTIVATION AND ADHERENCE IN PHYSICAL AND SPORTING ACTIVITIES IN THE ACADEMIES OF THE CABO FRIO'S CITY / R. J.

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MAN AND SOCIETY.

" The man is a to be defined by its own dimensions and physical inabilities, for its biological curve, for its psychological capacity and for its cultural and social " limitations (TUBINO, 1987, p.55). inside the cultural and social limitations can stand out the access lack to the formal education and the sedentary symptoms of the modern society, that today comes in all the age groups and it places in risk the future quality of the level of health and it takes the hipocinestesia of great part of the population. Now, the diseases hipocinéticas has been representing great deaths caused in adult population, overcoming with long advantage the infectious diseases. In this direction, Marques and Gaya (1999, p.83) they observed that "the concerns with the promotion of the health more and more are configured in priorities of the developed and in development countries ".

In another sense, it is observed that the expectation and the time of life and it has been increasing considerably. What wishes her to the human being it is that he is independent in its daily activities and in its decisions, that is to say, that can live more time and with more quality.

Pointed by TUBINO (1999) as the largest partner-cultural phenomenon of the end of the century, the sport and the physical activity can prepare the individual for a healthy occupation of the free time. The sport according to the Sports European Letter means whole the forms of physical activity, that through the spontaneous participation has the objective of expressing or to improve the physical form and the good health.

MOTIVATION FOR THE SPORTING PRACTICE.

Etymologically the reason's word comes from the Latin " movere, motum " and it means that makes someone to move in consequence to motivated means to provoke movement. The motivation's term understands the factors and processes that give the people an action or the inertia in several situations. Davidoff (2000) relates the motivation is a form of a concept that invoked frequently to explain the certain behavior variations and, without a doubt, presents a great importance for understands the human behavior.

In the relationship teaching-learning in any sets, content or moment, the motivation for the task is constituted in one of the central elements for correct execution. Constantly, it wonders that a person intends, or what influences decision, or what will still be important for them in that moment and circumstance.

Several factors motivates the human being in day by day, so much in an internal and external way. One of the main factors that interferes in person's behavior is, undoubtedly, the motivation, that influences, with a lot of property in all the types of behavior, allowing a larger involvement or a simple participation in activities that link with the learning, the acting and the attention.

The motivation for the sporting practice is the main aspect that should be considered and analyzed and they are directly associated to those called won psychological. Usually, the term motivation is related you varied it internal. Vieitez (2002) explains that is plausible to suppose that the development of the economic forces, in the future, the people are in charge of more with the free time than with the work.

THE THRASHED ROAD

The proposal of that work went analyze the decisive initial reasons the participation of two hundred and eighteen men (218) and hundred and eighty eight women (188), perfazendo a total of four hundred six people (406) with age among eighteen (18) and seventy (70) years and to compare to the current factors of adherence.

The option for the questionnaire is in conformity with the purpose of the investigation, because the notion of the specific population is had to be amostrada. The selected subjects were those that could supply the information.

The questions of the questionnaire were validated by Motta and Tubino (2003) based on the scale Likert seven questions that turned on the main reason alleged for the beginning of the physical activity contends. A pilot study was proposed with 22 men and 31 women with age between 18 and 70 years in three academies to discover the questions they were in agreement with the purpose of the research. (TEIXEIRA; WOOD; and MOTTA, 2005).

The academies registered by CREF in the City of Cabo Frio and visited went to Body Club; Body and Action; Studio Fama; Corpus; Nanuque and Cabo Fit. The percentile chosen it was of twenty (20)% in each academy. It fits to stand out that to be included to the group, the person should be registered properly there is at least three months and to frequent twice a week at least the academy.

The subjects of the instrument were ordered in items in scale. In that aspect it was requested to the subjects that indicated by force of its agreement or disagreement with some statement. For so much, the scale Likert was used that is a type of shut subject that requests that the subject answers choosing one of several concordância/discordância options, with the supposition that the same intervals exist among the items.

The main advantage of the answers in scales like Likert in agreement with Thomas and Nelson (2002, p.217) it is " that she allows larger expression " possibility.

The scale admits of 3 to 9 intervals. In the present study the subjects were presented with five intervals that were of the total disagreement to total agreement. He/she gave way, the five points were like this constituted: 1 - I totally disagree; 2 - I disagree; 3 - in doubt; 4 - I agree; 5 - I totally agree.

This work is in agreement with the research ethics involving human beings, resolution 196/96 of the National Council of Health of 10/10/1996.

THE BEAT WAY

The proposal of that work went analyze the initial decisive reasons to the participation of two hundred and eighteen men (218) and hundred and eighty eight women (188), with a total of four hundred six people (406) with ages among eighteen (18) and seventy (70) years and to compare the current factors of adherence.

The option for the questionnaire is in conformity with the purpose of the investigation, because the notion of the specific population is had to be showed. The selected subjects were those that could supply the information.

The questions were validated by Motta and Tubino (2003) based on the Likert scale with seven questions that turned on the main reason alleged for the beginning of the physical activity contends. A pilot study was proposed with 22 men and 31 women with age between 18 and 70 years in three academies to discover the questions they were in agreement with the purpose of the research. (TEIXEIRA; WOOD; and MOTTA, 2005).

The academies registered by CREF in the Cabo Frio City were the Body Club; Body and Action; Studio Fama; Corpus; Nanuque and Cabo Fit. The percentile chosen was of twenty (20)% in each academy. It fits to stand out to be included in

the group, the person should be registered properly there is least three months and to frequent twice a week at least the academy.

The subjects instrument were ordered in items in scale. In that aspect it was requested to the subjects that indicated by force of its agreement or disagreement with some statement. For so much, the Likert scale was used that is a type of shut subject that requests that the subject answers choosing one of several yes/no options, with the supposition that the same intervals exist among the items.

The main advantage of the answers in Likert scales like in agreement with Thomas and Nelson (2002, p.217) it is "that it allows larger expressions" possibility.

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This work is in agreement with the research ethics involving human beings, resolution 196/96 of the National Council of Health of 10/10/1996.

MAIN RESULTS

The main motivational results went to the aesthetic subjects for (19,95%), proceeded by the need of improvement of the health (18,12%). The third reason in agreement with the group possibilities the activities offered by the academy (14,68%), still proceeded by the socialization/coexistence with other people (14,56%); to motivate family or of friends (14,40%), proximity of the home/work place (12,40%); and finally the medical indication item (5,88%).

In relation to the study subjects that made analogy the adherence was noticed that the aesthetic patterns continues to be indispensable for the continuity the activities for 19,04%, still proceeded of the maintenance of the health (18,42%). The socialization/coexistence item was in third place (17,27%), the activities offered in the academy occupy the fourth place in the interviewees' preference with (15,34%). the family incentive is already decisive (13,30%), proximity of the home/work place (11,48%), and medical indication continues to be the less attractive reason for the maintenance of those academies visitors (5,16%).

The motivation alters the human behavior in the academy atmospheres, in agreement with Rodrigues, Macedo et al. (2005), three hundred and sixty nine (369) interviewers apprentices of physical activities in gymnastics academies in the Queimados municipal district punctuated that the main reasons of this practice linked with the aesthetic subjects, health and physical conditioning.

The collected data when agreements as a whole, same reminding that the whole is composed by parts, it should be reflected concerning the aesthetic and biological notions. The fitness phenomenon is a production of the industrialized societies, since most the people that participate in academies comes from the middle class upward. There is an increment of the focus in the body (sexuality, atractivity etc.) and a concern on health. The woman has been having a much larger participation than the man in the academies, and in the sport the man has been prevailing. On another side, the body is not more necessary for the production process, from the evolution of the technological process and of the works rationalization in the world. Thus, the world change in what plays the search in the physical way can be an important investment for the improvement of the human being corporal image (BECKER JR, 1999). On the other hand, the appearance and growth of the leisure activities mark the new historical possibility of a freer life in the industrialized societies. The automation increased the prosperity and this, for its time it elevated the chances of the freedom. To increase the social freedom continues to be a partner-political task of long period. The most important in that conjuncture will be to modify the attitudes in the production areas, of the recreation, the compensation and the possible emancipations, following the objectives of social freedom. The opening of offers to all the population groups and life situations through the sporting practice constitutes the enlargement of the social freedom.

However, to glance the subtle differences among some reasons begin and relationship after a period of time, it can be noticed that the activities of the academies for more attractive and varied that can be for luck they don't overcome the relationships conquered in the social conviviality of the academy, finally, it was observed that the number of people that admitted to have begun in the academy for medical indication is in general relatively small front to the immense promotion need and protection of the health population. Of this the motivate and to become aware the people during the whole time that are in the academies becomes fulcral for rediscovered her of aware and stiller of people.

Another fact that deserves for the future a detailed study, says respect to the third item more mentioned in level of initial agreement, because the amount of possible activities offered by the academy was a highly considered reason for the choice in this certain local.

The factors of priority determination find support in the countless benefits of the physical activity told in the literature. It is due to offer activities and opportunities that come to the encounter of the needs and individual and populational motivations for becomes its still important to know the expectations of those groups, in way to stimulate the adoption of new life habits and to contribute for a new perspective of sports practice and physical activities as an effective leisure form, pleasure and citizenship.

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MOTIVATION AND ADHERENCE IN PHYSICAL AND SPORTING ACTIVITIES IN THE ACADEMIES OF THE CABO FRIO'S CITY / R. J.

ABSTRACT: the sport as social phenomenon of universal characteristics constitutes a true culture form and reflects political and ideological values of the society. Pointed by Tubino (1999) as the largest partner-cultural phenomenon of the end of the century, the sport and the physical activity could prepare the man for a healthy occupation in the free times. OBJECTIVE: to

analyze the decisive initial reasons the participation in a group of four hundred six (406) people in all gymnastics academies in the city of Cabo Frio registered on CREF/RJ and to compare the current factors of adherence. METHODOLOGY: glimpses structured and validated by three Doctors, based on the Likert scale with questions that turned on the reasons alleged for the beginning of the activity and another related to maintenance of the same ones in the academies after a minimum period of three months. MAIN MOTIVATION RESULTS: aesthetics (19,96%), proceeded by the needly of improvement the health (18,12%); and the amount of possible activities offered by the academy (14,68%). The data point in relation to the adherence that the aesthetic patterns continue to be indispensable for the continuity of the activities (19,04%); the maintenance of the health Already obtained (18,42%); Socialization/ coexistence (17,27%). FINAL CONSIDERATIONS: It should be reflected concerning the aesthetic and biological notions, because the fitness phenomenon is an industrialized societies production. There is an increment of the body focus (sexuality, atractivity etc.) and a concern on health. However, the factors of determination find supports in the countless benefits of physical activity told in the literature. Therefore, they should offer activities and opportunities that come to the encounter of the needs and individual motivations. For that it becomes important to know the expectations of that group, in way to stimulate the adoption of new life habits and to contribute for a new perspective of sporting practice and physical activities.

Key Words: physical activities, motivation; academy

MOTIVATION ET ADHÉSION DANS ACTIVITÉS PHYSIQUES ET DE SPORT DANS LES ACADÉMIES DU CABO FRIO VILLE / R. J.

LE RÉSUMÉ: le sport comme phénomène social de caractéristiques universelles constitue une vraie forme de la culture et renvoie valeurs politiques et idéologiques de la société. Pointé par Tubino (1999) comme le plus grand phénomène partenaire-culturel de la fin du siècle, le sport et l'activité physique pourraient préparer l'homme pour une occupation saine dans les temps libres. L'OBJECTIF: analyser la participation aux raisons initiales décisives dans un groupe de quatre cents six (406) gens dans toutes les académies de la gymnastique dans la ville de Cabo Frio enregistrée sur CREF/RJ et comparer les facteurs courants d'adhésion. La MÉTHODOLOGIE: les visions momentanées ont structuré et ont validé par trois Docteurs, basés sur l'échelle Likert avec questions qui ont allumé les raisons prétendues pour le commencement de l'activité et un autre été en rapport avec entretien des mêmes ceux dans les académies après une période minimum de trois mois. Les RÉSULTATS de la MOTIVATION PRINCIPAUX: les esthétique (19,96%), a continué par le needly d'amélioration la santé (18,12%); et le montant d'activités possibles a offert par l'académie (14,68%). Les données pointent par rapport à l'adhésion que les modèles esthétiques continuent à être indispensable pour la continuité des activités (19,04%); l'entretien de la santé a Déjà obtenu (18,42%); Socialisation / coexistence (17,27%). DERNIÈRES CONSIDÉRATIONS: Il devrait être renvoyé à propos des notions esthétiques et biologiques, parce que le phénomène de l'aptitude est une production des sociétés industrialisée. Il y a une augmentation du centre du corps (sexualité, atractivity etc.) et une inquiétude sur santé. Cependant, les facteurs de découverte de la détermination supportent dans les avantages innombrables d'activité physique dits dans la littérature. Par conséquent, ils devraient offrir activités et occasions qui viennent à la rencontre des besoins et motivations individuelles. Pour cela il devient important pour savoir les attentes de ce groupe, dans chemin stimuler l'adoption de nouvelles habitudes de la vie et contribuer pour une nouvelle perspective d'entraînement de sport et activités physiques.

Les Mots de la clef: activités physiques, motivation, l'académie

LA MOTIVACIÓN Y ADHESIÓN EN ACTIVIDADES FÍSICAS Y DEPORTIVAS EN LAS ACADEMIAS DEL CIUDAD DE CABO FRIO / R. J.

RESUMEN: el deporte como fenómeno social de características universales constituye una verdadera forma de la cultura y refleja valores políticos y ideológicos de la sociedad. Apuntado por Tubino (1999) como el fenómeno compañero-cultural más grande del fin del siglo, el deporte y la actividad física podrían preparar al hombre para una ocupación saludable en los tiempos libres. OBJETIVO: para analizar las razones iniciales firmes la participación en un grupo de cuatrocientos seis (406) las personas en todas las academias de las gimnasias en la ciudad de Cabo Frio registrada en CREF/RJ y para comparar los factores actuales de adhesión. METODOLOGÍA: los vislumbres estructuraron y validados por tres Doctores, basados en la balanza de Likert con preguntas que encendieron las razones alegadas para el principio de la actividad y otro relacionado al mantenimiento del mismo en las academias después de un periodo mínimo de tres meses. RESULTADOS de la MOTIVACIÓN PRINCIPALES: estética (19,96%), procedido por el necesidad de mejora la salud (18,12%); y la cantidad de posibles actividades ofrecida por la academia (14,68%). Los datos apuntan la adhesión que los modelos estéticos continúan siendo indispensable para la continuidad de las actividades respecto a (19,04%); el mantenimiento de la salud Ya obtuvo (18,42%); la Estatificación / coexistencia (17,27%). las CONSIDERACIONES FINALES: Debe reflejarse acerca de las nociones estéticas y biológicas, porque el fenómeno de aptitud es una producción de las sociedades industrializada. Hay un incremento del enfoque del cuerpo (sexualidad, atractivity etc.) y una preocupación en salud. Sin embargo, los factores de hallazgo de determinación apoyan en los beneficios innumerables de actividad física en la literatura. Por consiguiente, ellos deben ofrecer las actividades y oportunidades que vienen al encuentro de las necesidades y motivaciones individuales. Para eso se pone importante para saber las expectativas de ese grupo, de manera estimular la adopción de nuevos hábitos de vida y contribuir para una nueva perspectiva de práctica deportiva y las actividades físicas.

Palabras llave: actividades físicas, motivación, academia

MOTIVAÇÃO E ADERÊNCIA NAS ATIVIDADES FÍSICAS E ESPORTIVAS NAS ACADEMIAS DA CIDADE CABO FRIO/ R. J.

RESUMO: o esporte como fenômeno social de características universais constitui-se numa verdadeira forma de cultura e reflete valores políticos e ideológicos da sociedade. Apontado por Tubino (1999) como o maior fenômeno sócio-cultural do final do século, o esporte e a atividade física podem preparar o individuo para uma ocupação sadia do tempo livre. OBJETIVO: analisar os motivos iniciais determinantes a participação de um grupo de quatrocentos e seis (406) indivíduos em todas as academias de ginástica na cidade de Cabo Frio cadastradas junto ao CREF/RJ e comparar aos fatores atuais de aderência. METODOLOGIA: entrevista estruturada e validada por três Doutores, baseada na escala Likert com perguntas que versavam sobre os motivos alegados para o início da atividade e outras relacionadas à manutenção das mesmas nas academias após um período mínimo de três meses. PRINCIPAIS RESULTADOS MOTIVACIONAIS: estética (19,96%), seguido pela necessidade de melhora da saúde (18,12%); e a quantidade de atividades possíveis oferecidas pela academia (14,68%). Os dados apontam em relação à aderência que os padrões estéticos continuam a ser imprescindíveis para a continuidade das atividades (19,04%); Já a manutenção da saúde obteve (18,42%); Socialização/ convivência (17,27%). CONSIDERAÇÕES FINAIS: Deve-se refletir acerca das noções estéticas e biologizantes, pois o fenômeno do fitness é uma produção das sociedades industrializadas. Há um incremento da focalização no corpo (sexualidade, atratividade etc.) e uma preocupação sobre ele (saúde). Entretanto, os fatores de determinação prioritária encontram suporte nos inúmeros benefícios da atividade física relatados na literatura. Portanto, devem-se oferecer atividades e oportunidades que venham ao encontro das necessidades e motivações individuais e populacionais. Para isso torna-se importante conhecer as expectativas desse grupo, de forma a estimular a adoção de novos hábitos de vida e contribuir para uma nova perspectiva de prática de esportes e atividades físicas.

Palavras chaves: motivação, atividade física, academias.