

Internalized Societal Attitudes Moderate the Impact of Weight Stigma on Avoidance of Exercise

Negative attitudes towards individuals living with obesity can act as a barrier to physical activity, reportedly attributed to internalised beliefs surrounding an individual's own exercise efficacy and exercise intentions.

This study examined whether internalised societal attitudes about weight moderated the impact of weight stigma, using a survey focused on the following measures:

- Experiences with weight stigma
- "Anti-fat" attitudes
- internalisation
- Avoidance of exercise
- Exercise behaviour
- Eating disorder pathology
- State and trait self-esteem

Measurement scale data was statistically analysed. Results showed that weight stigma was positively correlated with body dissatisfaction, drive for thinness, and bulimic symptoms, and was negatively correlated with state and trait self-esteem. Both indexes of internalised attitudes moderated the association between weight stigma and avoidance of exercise. Results of the study indicate that weight stigma can negatively influence motivation to exercise.

Vartanian, Lenny R., and Sarah A. Novak. "Internalized Societal Attitudes Moderate the Impact of Weight Stigma on Avoidance of Exercise." *Obesity*, vol. 19, no. 4, 14 Oct. 2010, pp. 757–762, 10.1038/oby.2010.234.