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An Analysis of the Differences in Exercise, Wearable Exercise Technology Device Use and Increased Exercise Behaviors in University Women

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Research indicates that increased exercise behaviors of frequency, intensity and time, collectively called FIT values, equate with positive health outcomes and decreased risks of obesity and chronic disease in college-aged women. Yet many young women do not get the recommended amount of physical activity during their college years. **PURPOSE:** This study sought to understand whether wearable exercise tracking technology device use (i.e. smartphones, dedicated devices, watches) was associated with increased exercise among university women. **METHODS:** The study used a quantitative design, administering a self-report questionnaire to university women ($N = 289$), identifying motivational readiness, from never to regularly, for exercise and motivational readiness for wearable exercise technology device use. The data were collected through an online data collecting method, which was used to administer the questionnaire. **RESULTS:** Of the 80 women identified as meeting all three exercise FIT recommendations issued by the American College of Sports Medicine, 27 were regular users (six months or longer) of wearable exercise tracking technology devices. Of the 27 regular users of the devices, 23 were also regular exercisers. A Chi-square identified a strong association between the *most motivated* group for regular exercise and the *most motivated* group for regular wearable technology device use, showing that students who regularly used the devices were significantly more likely to be regularly exercising than either the *least motivated* or *middle motivated* to use a wearable technology ($X^2(4) = 9.41, p = .05$.) **CONCLUSION:** Findings indicated that women regularly using a wearable exercise technology device were also shown to be regularly exercising for 6 months or longer. Lack of exercise in college women today is a serious public health concern. Findings suggest wearable exercise technology may be associated with increased exercise FIT values in university women who regularly use the technology during exercise.