

# Business research part

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The fitness bands make it fairly easy for anyone with a weight loss or health goal to measure and track their exercise to include steps taken daily, and amount of energy and calories burned. N. B. has formed a team to research the accuracy and impact of wearing the fitness band. The primary benefit of the fitness band is intended to be to assist in helping consumers track their activity in order to lose weight. To ensure this benefit is being achieved N. B. needs to show that as a person's activity level increases so does the number of calories they are burning. Hypothesis Statements 1 .

The use of a fitness band to track activity will lead to increased activity (steps taken and distance covered) resulting in weight loss. 2. The accuracy of the fitness band will allow individuals a way to know the level of their daily output and input in order for them to reach their fitness goals. Research In preparing for this study there was a particular question that guided the overall thinking. What impact does a fitness band have on a user's overall general health? By displaying data concerning daily activity such as steps taken, distance covered, calories burned and hours slept can a user gain an awareness of their overall activity?

With this in mind it is important to look back on the information that is currently available to us. There have been extensive studies conducted in this realm since the fitness band has emerged into the health and fitness industry. The team independently went out and reviewed this research to find what would be relevant to establishing this research plan. These range in review of the accuracy of the band on activity, the motivating factor it has on calorie counting, and the overall performance of the various bands on the market.

In several of the articles it was evident that when aging walking activity fitness bands perform as desired. The Journal of Science and Medicine in Sports (2014) published a study where a sample of adults used fitness bands while walking on the treadmill at various speeds. Upon completion of the study it was deemed the no " significant differences were noted" between the fitness bands count and that of the observer counts, therefore a high level of inter-device reliability was present (Journal of Science and Medicine in Sports, 2014).

Establishing that a fitness band has high reliability in accurately displaying activity solidified the choice of our dependent variable. Next we need to establish that our independent variable were what we wanted to be based on the various other research out there. Mossier put forth a study in 2014 about the emerging importance of technology would play in tracking activity (Mossier, 2014). The study discussed when a user accurately tracks activity and calorie intake it is an effective strategy for improved goal setting and overall health. This helped lead us in the direction of with increased awareness of activity does weight loss result?

An article by Richards would say it does but with modest results in short term use (Annals of Family Medicine, 2008). This article discussed the Cross-sectional studies show that individuals who walk more tend to be thinner than those who walk less. This does not mean, however, that the association between higher step counts and lower weight is causal or that encouraging sedentary individuals to increase step counts helps them lose weight. The study showed that 5 or more adult participants and at least 1 cohort enrolled in a pedometer-based walking intervention lasting at least 4 weeks.

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