

Sports nutrition education through digital video & new media outlets for University Of Utah student-athletes

Graduate Focused Area of Study Proposal

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Introduction

- Nutrition and hydration are essential components of athletic performance

from the association

Position of the American Dietetic Association,
Dietitians of Canada, and the American College of
Sports Medicine: Nutrition and Athletic Performance

Position of the American Dietetic Association,
Dietitians of Canada, and the American College
of Sports Medicine: Nutrition and athletic
performance. J Am Diet Assoc. 2000 Dec;

Introduction



- Collegiate athletes is a population with particular needs & concerns
- 1. Transition from high school athletics → collegiate athletics
- 2. **Increased nutritional demands**
 - More intense and more frequent training
 - Continued development from adolescence → adulthood

Introduction

- Nutrition risk among college athletes can be rather high
 - Risks:
 1. Under-nutrition
 2. Compromised nutritional status
 3. High Body Fat Percentage
 4. Overweight
 5. **Poor Athletic Performance**

Marquart LF, Cohen EA, Short, SH. Nutrition Knowledge of Athletes and Their Coaches and Surveys of Dietary Intake. In: Wolinsky I, ed. Nutrition in Exercise and Sport. 3rd ed. Boca Raton, FL: CRC Press; 1998. 550-504.

Introduction

- Athletic Performance
 - Goal of peak performance during competition

 - Specific Risks
 - Suboptimal energy intake
 - Injury
 - Stress Fractures/Amenorrhea

- “Nutritional concerns are easily magnified in college athletics, when competitive pressures mount, financial resources are limited, and life skills are not fully developed”

Introduction

- Athletes with more nutrition knowledge make better food choices
- Need to provide nutritional guidance to student-athletes
 - ▣ Often skipped meals
 - ▣ Frequent snacking
 - ▣ Limited cooking skills
 - ▣ Limited finances
 - ▣ 24-hour access to high energy-dense/low nutrient-dense foods
 - ▣ Social situations and peer pressure
 - ▣ Academic, social and interpersonal stressors

Wiita BG, Stombaugh IA. Nutrition knowledge, eating practices, and health of adolescent female runners: a 3-year longitudinal study. *Int J Sport Nutr.* 1996 Dec;6(4):414-25.



The need is there, what about reaching this audience?

The changing learner

- “Learning ecology”
 - ▣ Learning environment that is constantly interacting and evolving

- Digital Native vs. Digital Immigrant
 - ▣ Today’s student-athlete has grown up with digital technology
 - Absorbs information quickly, in images & video as well as text simultaneously
 - Operates at “twitch speed,” expecting instant responses and feedback
 - Demands “on-demand” content with ease of access

 - ▣ In contrast to the older “digital immigrant,”
 - “socialized” differently
 - learning to navigate the digital world as a “second language”

The changing Internet

- Web 1.0 → Web 2.0
 - ▣ Shift from “read-only” static content → flexible contextual content

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

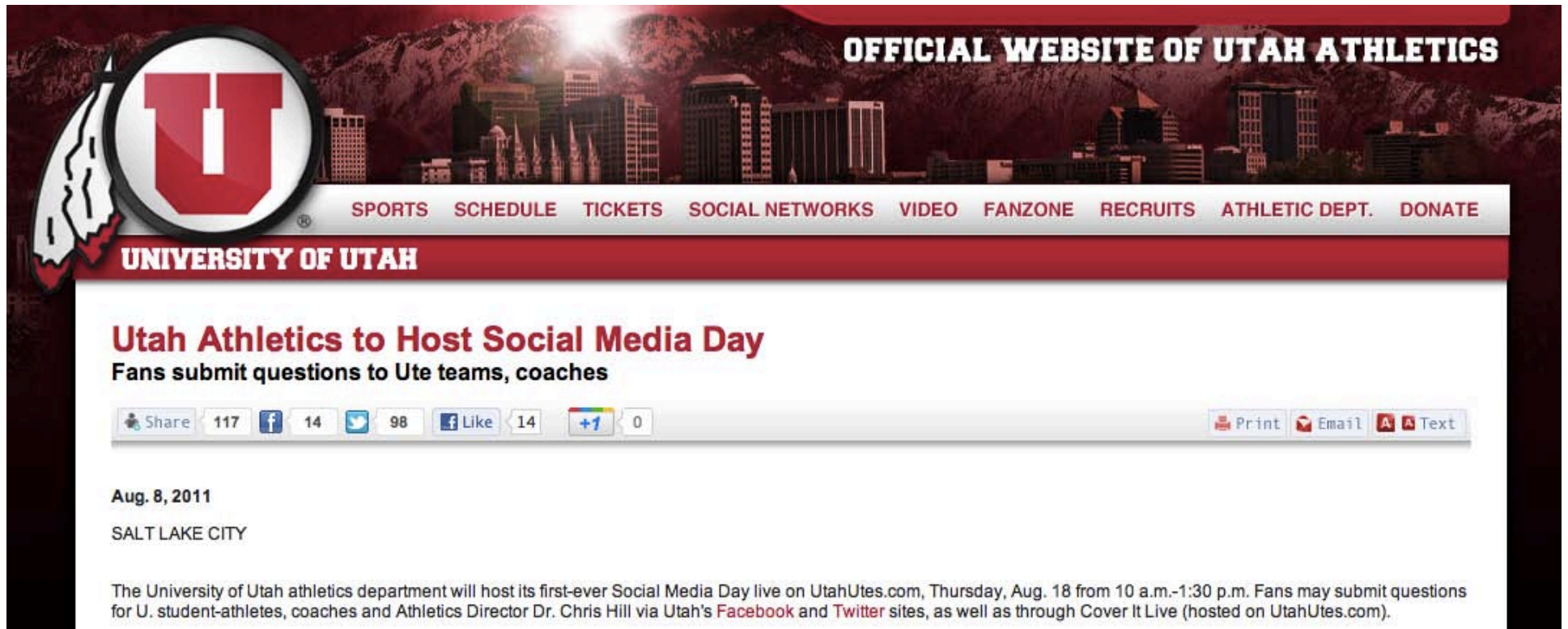
facebook®

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle.

You Tube

Utah Athletics

- Embracing social media as an information outlet



The image shows a screenshot of the University of Utah Athletics website. At the top, there is a navigation bar with the text "OFFICIAL WEBSITE OF UTAH ATHLETICS" in white on a dark red background. Below this is a horizontal menu with links: "SPORTS", "SCHEDULE", "TICKETS", "SOCIAL NETWORKS", "VIDEO", "FANZONE", "RECRUITS", "ATHLETIC DEPT.", and "DONATE". The main header features the University of Utah logo (a red "U" in a white circle with a Native American feather design) and the text "UNIVERSITY OF UTAH".

The main content area displays a news article titled "Utah Athletics to Host Social Media Day" with the subtitle "Fans submit questions to Ute teams, coaches". Below the title is a social media sharing bar with the following data:

Share	Facebook	Twitter	Like	+1	0
117	14	98	14		

Additional options include "Print", "Email", and "Text". The article is dated "Aug. 8, 2011" and is from "SALT LAKE CITY". The text of the article states: "The University of Utah athletics department will host its first-ever Social Media Day live on UtahUtes.com, Thursday, Aug. 18 from 10 a.m.-1:30 p.m. Fans may submit questions for U. student-athletes, coaches and Athletics Director Dr. Chris Hill via Utah's Facebook and Twitter sites, as well as through Cover It Live (hosted on UtahUtes.com)."

Social Media

The image shows the top portion of the Utah Athletics website. At the top left is a large red 'U' logo with a white outline, set against a background of a city skyline and mountains. To the right of the logo is the text 'OFFICIAL WEBSITE OF UTAH ATHLETICS'. Below this is a navigation bar with links: SPORTS, SCHEDULE, TICKETS, SOCIAL NETWORKS, VIDEO, FANZONE, RECRUITS, ATHLETIC DEPT., and DONATE. Below the navigation bar are four columns of links for social media and other resources: FACEBOOK, TWITTER, BLOGS, and YOUTUBE. Each column lists various sports and departments. On the right side of the social media section is a graphic with the text 'UTE UPDATE' and icons for YouTube, Twitter, and Facebook. At the bottom left, the text 'SALT LAKE CITY' is visible.

OFFICIAL WEBSITE OF UTAH ATHLETICS

SPORTS SCHEDULE TICKETS SOCIAL NETWORKS VIDEO FANZONE RECRUITS ATHLETIC DEPT. DONATE

FACEBOOK
Utah Athletics
Crimson Club
Men's Basketball
Women's Basketball
Gymnastics
Skiing
Soccer
Softball
Men's Tennis
Track & Field
Volleyball

TWITTER
Utah Athletics
Chris Hill
Ticket Office
Baseball
Men's Basketball
Women's Basketball
Gymnastics
Skiing
Soccer
Softball
Swimming & Diving

BLOGS
Men's Tennis
Women's Tennis
Track & Field
Volleyball
Skiing
Soccer
Women's Tennis
Track & Field
Volleyball

YOUTUBE
Utah Athletics
Gymnastics
Soccer
Skiing
Track & Field
Volleyball

UTE UPDATE

SALT LAKE CITY



The University of Utah Athletics

Like

Sports Venue/Stadium · Entertainment · Salt Lake City, Utah



Wall

- Wall
- Info
- Friend Activity
- Videos
- Photos
- Events

About

Welcome to the official fan page of the University of Utah Utes.

54,259

like this

1,391

talking about this

Likes

See All



University of Ut...



Pac-12 Confere...



The University of Utah Athletics

Today marks the Salute America Game where the Runnin Utes thank all Police, Fire and Armed Forces Check out the warmups <http://ow.ly/i/rCg7>



HootSuite Photos

Like · Comment · Share · Saturday at 2:29pm via HootSuite ·

53 people like this.

3 shares



Ben Floyd If your one if the above mentioned, does that mean u get in for free ??

Saturday at 2:39pm · Like · 1



Utah Academics Student-Athletes

Fr

Worked at The University of Utah Lives in Salt Lake City, Utah



Wall

Info

Photos (3)

Notes

Friends

Friends (322)



Cameron Linford
Utah



Greg Marsden
Utah



Jason Whittington



Cortni Beers
Union High School



Sean Kim Dave
Utah



Jacquelyn Johnson
Utah

Write Post Add Photo / Video

Write something...



Rose Kemp

5/19 skiers went to gymnastics vs. BYU last weekend

Like · Comment · See Friendship · Friday at 10:28am



Utah Academics Student-Athletes went to #1 Utah Red Rocks vs. #4 Georgia Gym Dogs.

View · Join · Friday at 7:00pm



Jason Washburn

1/17 mens basketball players went to the girls basketball against Idaho State

Like · Comment · January 30 at 5:07pm

Utah Academics Student-Athletes likes this.

Write a comment...



Jason Washburn

1/17 went to both of the Utah Gymnastics home meets this season!!!

Like · Comment · January 30 at 5:06pm


Utah Academics Student-Athletes likes this.

Time spent on Facebook, Twitter, YouTube grows

Updated 8/1/2010 8:18 PM | [Comments](#)  13 | [Recommend](#)  11

[E-mail](#) | [Print](#) |



 [Enlarge](#)

By Dan Kitwood, Getty Images

FaceBook has grown in popularity, and it's gained millions of older users as well.

instant messaging.

The rise of social networks has enhanced consumption of videos, movies and news and sports articles. "Friends and family are endorsing content to others," says Dave Martin, vice president of primary research at Nielsen.

And the face of that audience is getting older: Twice as many Americans over 50 visited social networks than kids under 18, Nielsen says.

The newfound zeal for the digital lifestyle is epitomized by folks like Dee Jones, 63, who works at a utility company in New Jersey. She says she uses Facebook to connect with co-workers and friends, and Caring.com, a website to exchange viewpoints.

A year ago, she wasn't part of Facebook, which has more than 500 million members. Now, she uses it every other day. "It's a new way for me to socialize," she says. "And I definitely e-mail a lot."


By [Jon Swartz](#), USA TODAY

SAN FRANCISCO — Social networking is a social phenomenon.

For further proof, just take a gander at new Nielsen research out today. It says Americans spend nearly a quarter of the time they're on the Internet from their PC, or about six hours a month, on social-networking sites and blogs. That's a quantum leap from a year ago and underscores the growing power of [Facebook](#), [Twitter](#) and [YouTube](#).

The new research also reveals U.S. consumers spend the plurality of their time online, or 36% of it, communicating and networking across social networks, blogs, personal e-mail and

[Share](#)


 [Add to Mixx](#)

 [Facebook](#)

 [Twitter](#)

 [More](#)

[Subscribe](#)

 [myYahoo](#)

 [iGoogle](#)

 [More](#)

nielsenwire

Top 10 Web Brands for September 2011 (U.S., Total)

Rank	Brand	Total Internet Audience (000)	Time per Person (hh:mm:ss)
1	Google	170,679	1:43:50
2	Facebook	155,061	7:24:26
3	Yahoo!	145,814	2:06:32
4	MSN/WindowsLive/Bing	128,835	1:33:43
5	YouTube	123,964	1:30:10
6	Microsoft	93,765	0:42:13
7	AOL Media Network	87,820	2:43:57
8	Wikipedia	77,608	0:18:53
9	Amazon	71,980	0:29:12
10	Ask Search Network	71,590	0:12:27

Read as: During September 2011, 170.7 million unique U.S. people visited Google's websites.

Source: Nielsen

6	Microsoft	93,765	0:42:13
7	AOL Media Network	87,820	2:43:57
8	Wikipedia	77,608	0:18:53
9	Amazon	71,980	0:29:12
10	Ask Search Network	71,590	0:12:27

Read as: During September 2011, 170.7 million unique U.S. people visited Google's websites.

Source: Nielsen

Top Online Video Destinations by Time per Viewer (September 2011, U.S.) / 250K Unique Viewer Minimum

Video Brand	Time per Viewer (hh:mm)
Netflix	10:01
YouTube	2:52
Tudou.com	2:34
Hulu	2:26
Megavideo	2:20
Digital Future US Network*	1:48
Lifetime Digital	1:34
Livestream	1:11
Youku	1:10
MTV Networks Music	1:07

Source: Nielsen

Read as: During September 2011, Netflix video viewers in the U.S. spent an average of 10 hours, 1 minute watching video content on Netflix across multiple devices and locations

*Digital Future US Network now includes streaming traffic from justin.tv



Project Proposal

Summary

- Creation of digital videos
 - ▣ 2-3 minutes in length
 - ▣ Covering a variety of nutrition topics
 - ▣ Delivered through social media outlets (YouTube, Facebook)



Video Topics




- Common concerns for student-athletes including:
 - Navigating grocery stores for healthy foods
 - Navigating the Heritage Center cafeteria
 - On-campus options for lunch and snacks
 - Basic cooking skills
 - Cooking healthfully on a student's budget
 - Novel and time saving meal ideas
 - Planning meals and snacks to integrate with training schedule and academic coursework
 - Dispelling sports nutrition myths
 - Eating for injury recovery

Video Equipment

- Camera: Canon VIXIA HF M30 high-definition camcorder



Other equipment needs



Information Technology
INSTRUCTIONAL MEDIA SERVICES
THE UNIVERSITY OF UTAH

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Announcement:
TACC and IMS Merge to Provide Unified Class Technology Services

In an effort to better support the faculty and students using technology to improve teaching and learning at the University of Utah, the Technology Assisted Curriculum Center (TACC) and Instructional Media Services (IMS) have been combined to provide a unified strategic direction in the evolving teaching technology landscape.
[More....](#)

Our Mission

Request an IMS Service

PORTABLE EQUIPMENT REQUEST

Reserve portable equipment to be delivered to your classroom or to be picked up at will-call.

VIDEO SERVICES REQUEST

Submit a request for video recording/streaming services.

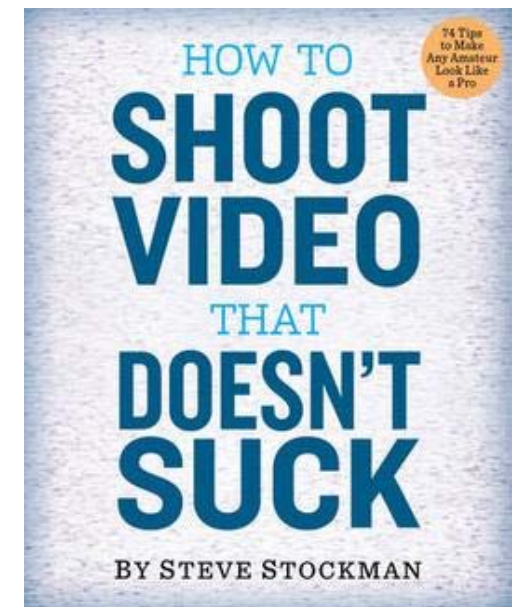
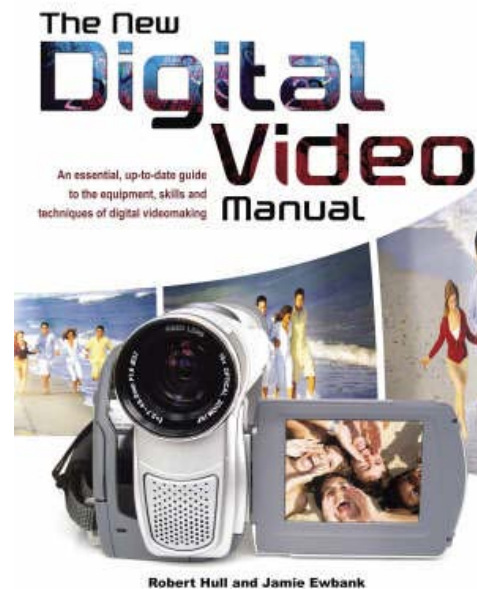
EQUIPMENT INSTALLATION REQUEST

Submit a request for fixed equipment installation in a classroom.

Technical assistance options

- Mike Gillilan- *New Media, University Athletics*
- University Instructional Media Services (IMS)
- Marriott Library- *Digital Scholarship Dept.*

- Self-instruction
 - ▣ YouTube
 - ▣ Instructional Books



Video Details

- Location

 - Foods Lab

 - On location (grocery store, Heritage center, etc)

- Attire

 - University of Utah polo shirt

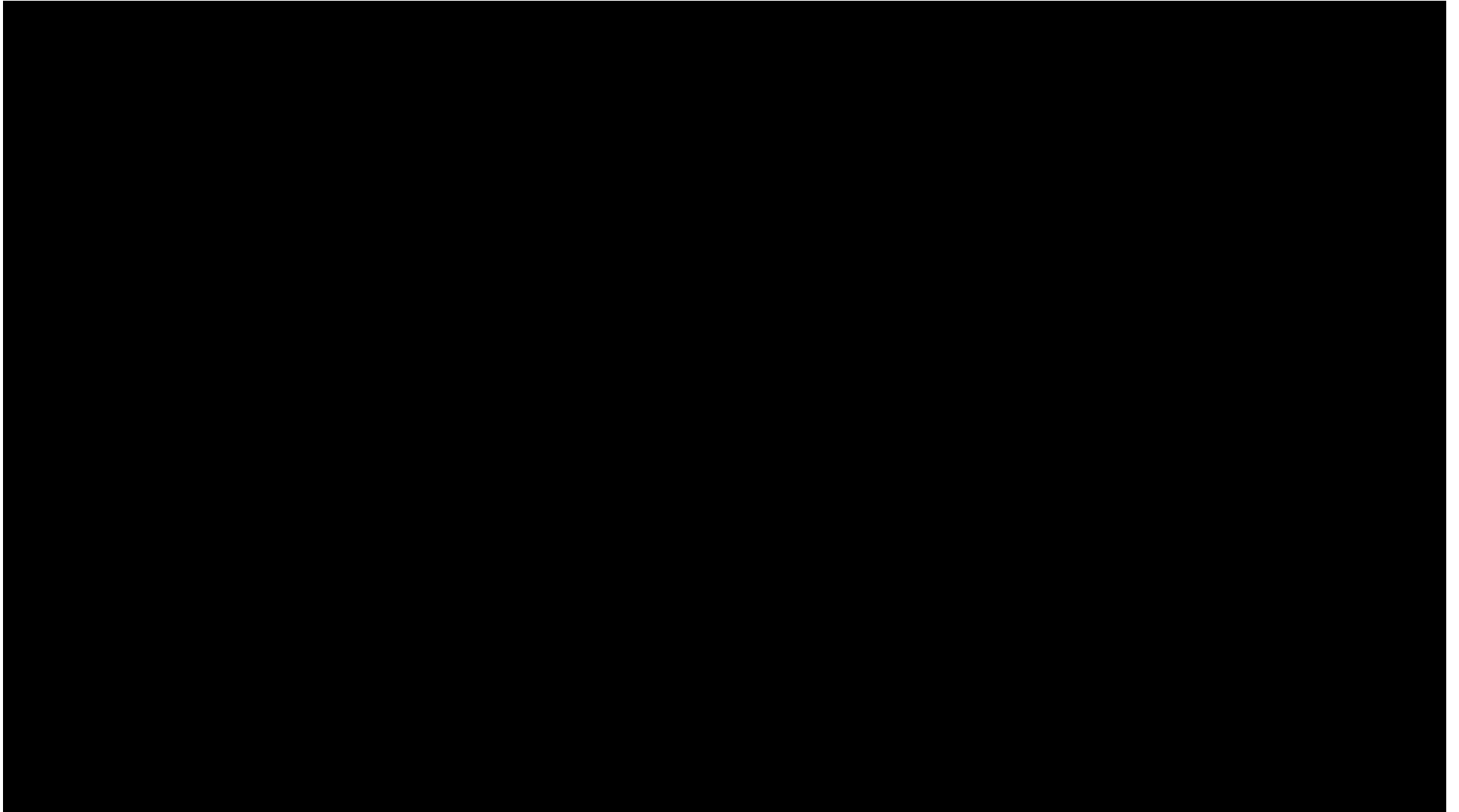
- Video Appearance

 - Conforms stylistically to other University content

 - Standard Athletics font (“Collegiate Black”)



Example of content (movie clip)



Content Delivery



- Dedicated YouTube channel for nutrition videos
- Links to “Utah Academics Student-Athletes” Facebook page
- Twitter updates when new videos are posted
- Tie-in to Student-Athlete Services team competitions

Advanced Practice



- Beth Wolfgram and the University of Utah Athletics Department
- Providing insight to reoccurring needs and concerns of athletes
 - ▣ Development of relevant video topics

Additional Coursework



- Advanced Sports Nutrition (NUTR 6320)
- Advanced Exercise Physiology I (ESS 6300)
- Advanced Exercise Physiology II (ESS 6310)
- Exercise and Disease (ESS 6320)

- Nutrition Communications (NUTR 6400)

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