

Abstract:

This thesis aims to specify the role of motivation in tendency to dope in a fitness environment. The aim reflects research questions focused on external and internal motivational factors and their influence on doping tendencies. We combine quantitative and qualitative research strategies to achieve this aim.

The quantitative approach is based on the Theory of Planned Behavior (Ajzen, 1991) and the Self-Determination Theory (Deci & Ryan, 1985; Ryan & Deci, 2017). A total of 142 fitness center members (81 men and 61 women, age $30,2 \pm 9,39$ years) participated in this part of the study. In regression models, we observed some significant effects of the independent variables on variables stemming from the Theory of Planned Behavior. Specifically, we found a significant positive effect of external regulation ($\beta = ,195$; $p < ,05$; $R^2 = ,324$) and a significant negative effect of intrinsic motivation ($\beta = -,288$; $p < 0,001$; $R^2 = ,324$) in the model of attitudes toward doping. Furthermore, we found a significant positive effects of attitudes toward doping ($\beta = ,646$; $p < 0,001$; $R^2 = 563$) and doping offer in the fitness center ($\beta = 341$; $p < 0,001$; $R^2 = 563$) in the model of intention to dope.

In the qualitative approach, we implemented a methodological framework of interpretative phenomenological analysis (IPA) based on the multiple case study. We used a semi-structured interview to explore the subjective accounts of 5 amateur bodybuilders (range 21 – 30 years) using fitness doping. We explored a significant effect of intrinsic motivation which made our participants to enter a fitness center, which is to a certain degree considered to be a risk doping environment. Furthermore, we explored the influence of macro and micro social environment consisting of fitness and bodybuilding influencers, friends, trainers, and the rest of exercising participants. These factors played an important role in modification of intrinsic motivation to dope. A perception of desired physical changes, improved performance, positive feedback and increased self-confidence played an important role in doping persistence.

Furthermore, we analyzed the ways in which our participants made sense of their experiences with fitness doping in the context of theoretical conceptualization of possible selves (Markus & Nurius, 1986), focusing on the ways in which the participants perceived different aspects of their selves, both in and outside the context of bodybuilding. We coded all the relevant statements that we developed further into more general categories. We grouped these categories into broader themes and subsequently into the main theme of each interview. Finally, we linked all the individual themes to superordinate themes

that connected the experiences of all the participants. These themes were labeled as „unwanted self“, „extraordinary self“ and „ordinary self“ and were approximately related to different stages of their bodybuilding careers. They made sense of their doping experiences in the context of „extraordinary“ and „ordinary self“ and this process included striving to become extraordinary and at the same time striving to maintain an ordinary life. The ways in which the use of fitness doping contributed to both of these constructions appeared to determine the participants' views on continuing or discontinuing doping use.

Keywords: fitness, bodybuilding, motivation, doping, self-determination, intrinsic motivation, external regulation