

The Role of Embodiment in Athletes' Influence on Empowering Lifestyle

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Abstract: Athletic lifestyle is a rapid and wide growth of the social media platform, which infiltrates others' lives. Apparently, exposure under the marketing strategy is readily available for people to take part. However, researchers may be considering why this engagement affects the change and makes people stick to the experience. To that, embodied cognition is considered an important role for this review paper to elaborate further. To understand how embodied cognition affects the change through the interactive process between mind, body, and the environment, it is necessary to do embodiment-related research on not only the embodiment in consumers' experience, but also the embodiment application in sports psychology and physical education. Finally, with a degree of understanding of the intersection between embodiment, athletes, and social media influence, this review article has a generic yet highlighted summary of how embodiment can affect change and empower a person through an interactive and co-created environment.

Keywords: embodiment, embodied cognition, athletes, physical education, consumer marketing

1. Introduction

The full name of embodiment is the embodiment cognition. People often think it is the mind that controls the body, yet embodiment cognition is conceived as the interplay between body, mind, and environment. It is not only mental activities but also the continuous relationship with extra-neural resources such as culture norms and social factors [1]. Preceding research has testified that mirror neurons play a pivotal role in mechanism of observational learning such as self-modeling and skill training, and that are all related to motor skills in embodiment [2]. Besides the mirror neurons activity impacting on motor skills, optimization on performative skills is further discussed through observation on the group interactions, social environments, and development of body memory. The fundamental studies yield further discussion on the connectivity between inner psychological states, external behavior and spontaneous collaboration contributing to learning skills [1]. Embodiment is an important field of study to expand the knowledge in body-mind training, education, and intensive social trends.

In today's era, an increasing number of individuals within social circles are inclined to share images of their workouts and diverse exercise routines. This social media influence is closely tied to

the concerted efforts of consumer brands and platforms that strive to promote various sports-related activities to a wider audience. Consequently, a collective aspiration has emerged, compelling people to engage in these activities as well. Therefore, this drive towards embodiment, which is triggering a discussion where athleticism is not only a means to enhance athletes' performance but also a tool employed by marketers to inspire the general populace, prompts researchers to consider the implications of this trend. The research aims to explore how embodiment is extensively utilized to empower and transform both people's physical and mental well-being, drawing insights from athletes' experiences and applying them to the lives of everyone.

In order to comprehend the potency of embodiment, it is imperative to examine athletes' motor skills training and affordances triggers creativity enation in sports [3-4]. Research has shown that athletes' training methodologies often incorporate embodiment techniques, enabling them to enhance their physical capabilities through an intricate interplay between mind and body. Understanding these techniques provides a foundation for exploring the broader applications of embodiment beyond the realm of professional sports. In addition, embodiment's impact extends beyond the realm of elite athletes and into the realm of education. Empirical research delves into the pedagogical aspects of embodiment in physical education [5]. By immersing students in embodied learning experiences with continuously adding on new moves, educators can facilitate a deeper understanding of self-modeling and reaction on new movement, fostering a holistic approach to physical activities that goes beyond mere repetition. This approach not only enhances motor skills but also nurtures an appreciation for the body's potential.

Further, besides abundant studies on interplay of mind and body in athletes training and enhancement on physical education, the notion of embodiment can also be observed in current athletic branding and marketing social media trends, the remark represents how consumers internalize the notion that embrace athleticism can fundamentally alter one's life [6]. Brands and marketers harness embodiment to cultivate an experience that convinces individuals of the transformative power of leading an athletic lifestyle. This emotional connection transcends the surface appeal of fitness, emphasizing a profound shift in perspective and self-perception [7]. The prevalence of workout images in social circles serves as a testament to the influence of athletes' embodiment on the consciousness which describes how an entire community comes together to share similar values. Athletes exemplify how embodiment can sharpen motor skills, and educators further cultivate a comprehensive understanding of movement. Ultimately, the transformational experience of embodying athleticism offers a new lens through which people perceive themselves and their potential. As this review navigates this area, it is reminded that while exercise remains pivotal for people's well-being, it is the embodiment of athleticism that serves as a catalyst for reshaping both people's bodies and minds.

2. Observation: The Intersection of Embodiment

The interaction between embodiment and lifestyle can involve the relationship between the body and lifestyle. This interaction can be understood as how people experience and express their identity, values, and beliefs through their behaviors, habits, and choices. People use their lifestyle to reflect their physical characteristics, image and health. For example, choosing the right diet, exercising, maintaining good hygiene habits and sleep quality can improve an individual's physical condition and health. At the same time, physical conditions can also affect lifestyle choices, such as poor physical health may lead to restrictions on certain activities or changes in demand. On the other hand, lifestyle can also have an impact on the body. For example, prolonged sitting work can lead to muscle tension and spinal problems; Poor eating habits can lead to obesity and chronic diseases, among others. Therefore, by making lifestyle adjustments such as exercising more, working regularly and eating healthily, people can improve their physical condition and promote overall health.

All in all, the interaction between embodiment and lifestyle is bidirectional. The relationship between physical condition and lifestyle interacts to influence each other and shape an individual's identity, health, and well-being. Therefore, people should achieve holistic and positive personal development by cultivating good lifestyle habits and focusing on physical health. Within the allure of trendiness lies a strong impetus for sports participation, fueled significantly by incessant advertisements. However, beneath this surface engagement, a considerable portion of the populace has integrated sports as an inherent part of their lifestyle, transcending transient trends.

The interaction between embodiment and sports refers to human participation in sports through movement and physical activity. This interaction allows athletes to give full play to their skills and abilities, improve physical function and coordination, and enhance physical fitness and health. In real sports, embodiment can achieve better results by improving technique and performance through training and practice. Through continuous practice and effort, athletes can strengthen their understanding of sports rules and strategies, and improve their perception and judgment of scenarios and environments. In addition, embodiment can also help athletes master the core movements and techniques of various sports, improving the sensitivity and accuracy of movements. In addition, embodiment plays a key role in cooperation and teamwork in sports competitions. By working closely with other team members and trusting each other, athletes can better work together in the competition and improve their overall combat effectiveness. In addition, embodiment can also develop athletes' sense of competition and courage to take on challenges, helping them stay calm and focused under pressure.

In short, the interaction between embodiment and sports is important for improving athletes' skills and abilities, promoting health and physical development, and enhancing teamwork. Through continuous exercise and practice, athletes can achieve better results in the field of sports. Engaging in sports nurtures a symbiotic relationship between the body and mind, fostering a sustainable ecosystem that enhances both mental and physical well-being. It is notable that embodiment emerges as a pivotal concept bridging the gap between self and the external environment, forging a profound connection through experiences [3]. The study of embodiment's enhancement of self-learning and its contribution to fostering an influential athletic culture holds immense promise for exploration.

3. The Theory and Application of Embodiment in Competitive Sport and Physical Education

3.1. Athletes' Embodiment Techniques: Linking Mind and Body

The inquiry embarked on scrutinizing how athletes harness embodiment techniques to elevate their motor skills, achieved through meticulous observation of learning models and data reflection. This investigation yielded a deep-seated correlation between mental and physical faculties, underscoring the significance of incorporating embodiment practices to refine athletic performance. Evidently, a body of research highlights the role of embodied cognition not only in augmenting motor skills but also discussing in performance creativity through social interactions such as “affordance”, exemplifying how a basketball player brings in a novel move when facing the challenging defense [4]. The spontaneity of social exchanges within the sporting realm infuses creativity via embodiment, yielding novel moments that enrich athletic endeavors.

According to Esmaeilinasab and Adnani, the intersection of physicality refers to the place where the body and mind or consciousness meet [8]. It is the understanding of how athletes' experiences and perceptions are shaped by their bodies. The theory of physicality suggests that bodies are not just passive containers, but active factors that shape thoughts, emotions, and behaviors. It emphasizes the importance of the body in understanding the self and the world. At this intersection, people can explore how their bodily sensations, actions, and experiences affect their thoughts, emotions, and

behaviors. For example, research shows that body posture can affect mood and self-perception, while bodily sensations can influence decision-making and cognitive processes. The concept of intersection of physicality also extends to social and cultural contexts. Bodies are influenced not only by individual experiences, but also by larger social and cultural norms and expectations. For example, gender, race, and other social identities can shape how people perceive their own bodies and how others perceive them.

Understanding the intersection of physicality has important implications for various fields such as psychology, neuroscience, philosophy, and sociology. It can help athletes better understand how their bodies shape people's experiences, and how their experiences shape people's bodies [8]. It can also provide guidance for intervention and treatment considering the physical nature of human existence. The intersection of physicality emphasizes the inseparable connection between body and mind and emphasizes the importance of considering both in researchers' understanding of human experience. The network architecture of the model was proposed to explain how the attention process affects the motor process during performance. Cognitive control decreases as skills increase, while automatic control plays an increasingly important role. However, at advanced skill levels, cognitive control still plays an important positive role [8]. Thus, the model involves a hierarchical division of control processing, with cognitive control focusing on the strategic aspects of performance and automatic processes focusing on the implementation aspect. In addition, there is a "situational awareness" in performance, both to be aware of what one is doing and to use this awareness as a means of action control. As a result, they believe that controlled and automatic processes are tightly integrated in skilled movements, and cognitive control directly affects motor execution in many cases.

According to Ottoboni et al., Each embodied relaxation training session begins with a deep breath, asking participants to relax their bodies by taking deep breaths [9]. Participants were then asked to stand firmly, relax their muscles, close their eyes or open them slightly, and focus on breathing and heartbeat. Next, participants were instructed to rhythmically contract and relax body parts associated with stress and anxiety, such as shoulders, arms, hips, and legs. The contraction and relaxation of each site is repeated 3 times, the duration gradually increases. During the contraction, participants were asked to imagine themselves as hard as ice, stone, or marble; During relaxation, they were asked to look for flowing and soft images such as pudding and butter. After that, participants are guided to rotate and stretch their head and back, and eventually return to the starting position. Throughout the process, participants were asked to focus on breathing. Finally, participants were asked to rest on the mat and focus on breathing again. This study aimed to examine the effects of applying embodied cognition in the field of sport by measuring the level of athletic performance of a group of taekwondo athletes through some embodied relaxation training sessions and comparing it with a control group that did not provide embodied relaxation exercises. The study found that the embodied relaxation group performed better than the control group, and this increase was related to the number of training sessions the athletes attended. There were some limitations to the studies, including the limited number of participants, varying levels of expertise, and the need to further evaluate the psychological effects of embodied relaxation exercises. Despite these limitations, the findings support embodied cognitive independence, i.e., in taekwondo performance, the "pure" embodied process of body focus does not require the athlete to psychologically process the training. In addition, this study also found that embodied relaxation practices are similar to mindfulness meditation, which has been shown to be effective in treating certain clinical conditions [9]. Therefore, research suggests that when engaging in embodied practice, focus on the body without the need to use narrative development.

3.2. Embodiment in Physical Education: Fostering Comprehensive Understanding

Delving deeper into embodiment's pedagogical aspects, the investigation centered on its impact within physical education settings [5]. The research findings illuminated the integral role of embodied

learning experiences in cultivating a holistic comprehension of movement. The integration of embodiment not only augments motor skills but also nurtures a profound appreciation for the potential residing within the human body. Such insights posit embodiment as a transformative force capable of reshaping the educational landscape, promoting a comprehensive approach to physical activities.

In the embodiment of the physical education settings, the investigation concentrates on how the environment will impact the education. The phenomenon of getting knowledge and experience through the interaction of the body and experience is called the embodied experience. Re-understanding of physical education and sport pedagogy is a current prominent problem. This both applies both to athleticism and healthy learning also applies to outdoor education (OE) [10]. The research finds out that educators and researchers should highlight and educate students' embodied experience of learning OE and PE. During the research they found two classes that is all 15-years-old student to write stories about a favorite place that is outdoors, in total they collected 47 stories from the student. The purpose of the research was to explore physical experience in OE and how students were impacted by the environment to let aesthetically as part of being outdoors. The education that in the paper have been advocating is trying to take a transformative approach to teaching by educators more using the identity as a guide. It means to help students to build up knowledge. It also lets students get more into action and helps students by participate in the learning.

According to Langnes and Bratten, embodied pedagogy is already becoming a central concept in PE and physical education teacher education (PETE) literature [11]. Embodied pedagogy is a way of education to educate students, educators will use different ways to teach different students. In the PETE education there are three main parts that they focus on. The first one is self-contact. It refers to the connection between the body and mind. It not only needs the mind to connect with students' body, but it also needs them to connect to their personal emotions, while preserving a professional focus and a private demarcation. The second one is communication ability. educators need to have the ability to see, listen, sense and notice at the teaching situation, also need to read verbal and body communication. The last one is leadership in groups or situations. It includes the ability to create, enter, and hold space with embodied authority. During the research, they recruited students that first started with the education PETE, and all have chosen PE for their specialist action. In the experiment, students chose whether dance or low pulse and little exertion for their teaching series. PETE is a teaching series that is based on activities from the eastern traditional, such as yoga and qigong. The PETE dance has a very weak position in PE, and most of the PETE students have zero experience of dance. During the dance class students were introduced to a variety of dance, also being encouraged to explore their own body movement. During this time students will write down a reflection of the PETE. The result is the experience of the student's body combined with PETE is very important, also a safe community to share with and the reflect upon bodies experience is a perfect starting point for further development.

4. Conclusions

In conclusion, the research paper underscores the profound and transformative nature of embodiment, shedding light on its multifaceted applications across diverse domains. From enhancing athletic performance to reshaping education and consumer behaviors, embodiment practices provide valuable insights into fostering a comprehensive and empowered way of life. By highlighting the centrality of embodiment and its potential to effect change, this review contributes to the ongoing integration of embodiment practices into a variety of contexts. This article is a synopsis of insight on embodiment which brought up from observing social phenomenon. Learning from previous studies by other researchers in embodiment, its contribution to sport motor skill training, enhance creativity, and pedagogical improvement, the potential in embodied cognitions is awaited to be discovered. Embodiment is a concept not only can be utilized on diverse media in marketing or training technique

in education, but any fields that surround people; embodiment on the other hand can also be detrimental since more and more young people are exposure to wide range of social media contents. It's merit to be discuss and study in depth in different perspective and circumstances.

Author Contribution

All the authors contributed equally, and their names were listed in alphabetical order.

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