

THE SOCIOCULTURAL CONSTRUCTION OF PHYSICAL ACTIVITY AND NUTRITION DURING PREGNANCY: A MEDIA ANALYSIS

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The aims of this study were to analyze cultural discourses around physical activity (PA) and nutrition for pregnant women, by conducting a media analysis grounded in social constructionism to examine popular media/informational outlets for women during pregnancy. This information will be useful in extending the literature around the sociocultural construction of PA and eating experiences during pregnancy. A convenient sampling of popular media outlets on PA & nutrition during pregnancy were collected and analyzed. All articles and images around PA and nutrition from *Fit Pregnancy* magazine and *Parenting Early Years* magazine were collected and analyzed during the time period of January-April 2013. A discourse analysis, which combined thematic analysis and a separate visual analysis, was conducted to look at the sociocultural construction of meanings around PA & nutrition for pregnant woman.