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Sommario/riassunto

Exercise for women is a heavily-laden social and embodied experience. While exercise promotion has become an increasingly visible part of health campaigns, obesity among women is rising, and studies indicate that women are generally less physically active than men. Women's (lack of) exercise, therefore, has become a public concern, and physiological and psychological research has attempted to develop more effective exercise programs aimed at women. Yet women have a complex relationship with embodiment and physical activity that is difficult for quantitative scientific approaches to explore.
