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## **The Crossfit Coup D'Etat: A Look at a Dynamic New Lifestyle Combating Modern Lethargy**

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Rebecca Gearhart, Faculty Advisor  
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Poster Presentation P15

**THE CROSSFIT COUP D'ETAT: A LOOK AT A DYNAMIC NEW LIFESTYLE  
COMBATING MODERN LETHARGY**

Geoffrey Evans-Grimm and Rebecca Gearhart\*

Sociology and Anthropology Department, Illinois Wesleyan University

What does it mean to be a healthy individual? What do I have to do to achieve this standard? Is there an easy way to lose weight? These questions permeate life in America and we are provided with a plethora of answers involving varying uses of diets, exercises, and medications. But there is one group emerging that is not seeking an easy solution; they recognize the extreme lifestyle change that is necessary to achieve true health and fitness. This new community calls itself CrossFit and was founded by former gymnast, Greg Glassman in 1996. CrossFit methods, although not well known, have a firm grounding in scientific testing and biological evolution. I conducted ethnographic research with a local chapter, CrossFit Bloomington-Normal, to explore the sub-culture that identifies with this new science and healthcare system. I have combined existing scientific research with my collaborative ethnographic fieldwork to explore the cultural identity of people who have chosen CrossFit as a lifestyle.