Testing a Social Network Vlog Intervention to Promote Physical Activity Among Adolescents: A Randomized Controlled Trial

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ISPAH 2018, London
Social network intervention:

Influence agents:

a) Selection
b) Training
Sample

Participants:

- **589** participants (47% male)
- 9 to 16 years old ($M = 11.48$ years, $SD = 1.30$)
- 27 Classes (10 secondary)

Social network condition:

- 15% of the participants is influence agent
- 4 or 6 influence agents per class (gender balanced)
Questionnaires
Self-efficacy
Social norms
Intentions
Motivations
Athletic Competence
Sociometric questions
Peer nomination
Conditions

Social network intervention

Mass media campaign

Control
Timeline

Pre-measure (February)

1 2 3 4 5 6 7

Daily PA

Control variables

Sociometric Measures

Timeline
### Timeline

<table>
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<th>Pre-measure (February)</th>
<th>Intervention (April)</th>
<th>Post measure (June)</th>
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Discussion

- Increase during the intervention in all conditions
  - Secondary measures such as norms or motivation

- Intervention period is (to) short
  - Investigate the effect of the separate vlogs
  - Investigate the effect of liking of the vlogs

- Influence agents were positive about making the vlogs
  - Needed some help in the filming process (especially primary school)
Contact information

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