

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

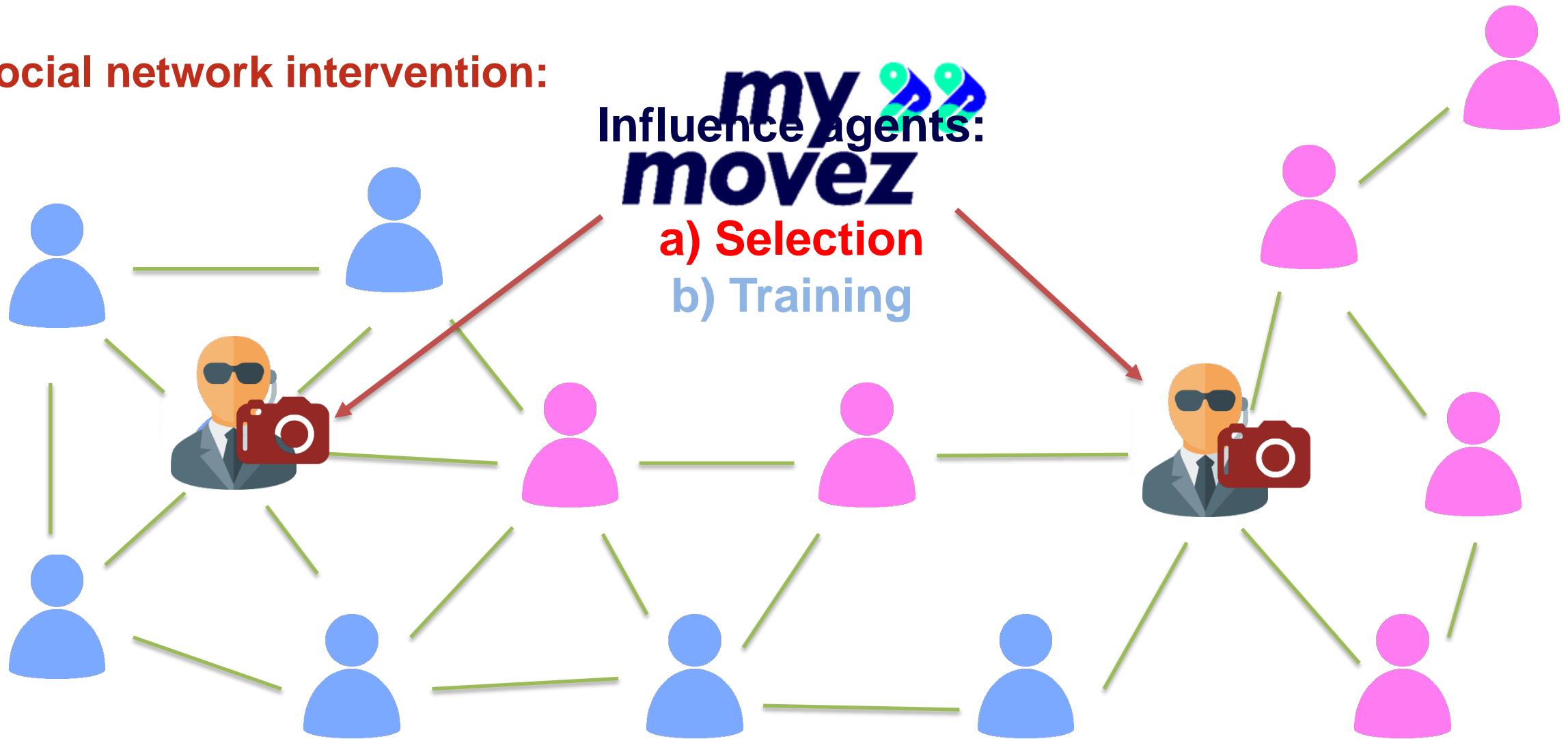
Thabo van Woudenberg,
Kirsten Bevelander,
William Burk,
Crystal Smit,
Laura Buijs,
and Moniek Buijzen

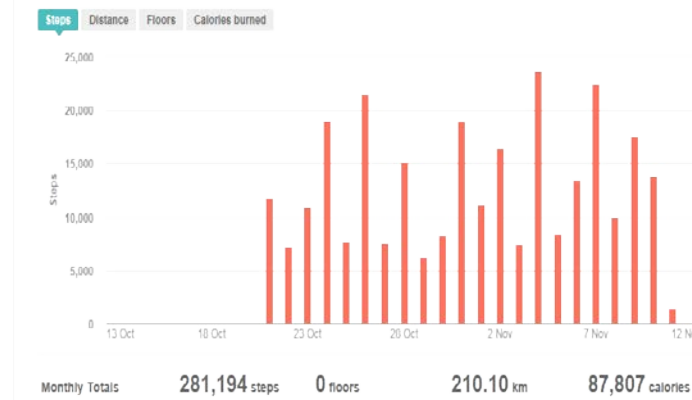
April 2019, Aruba

Social network intervention:

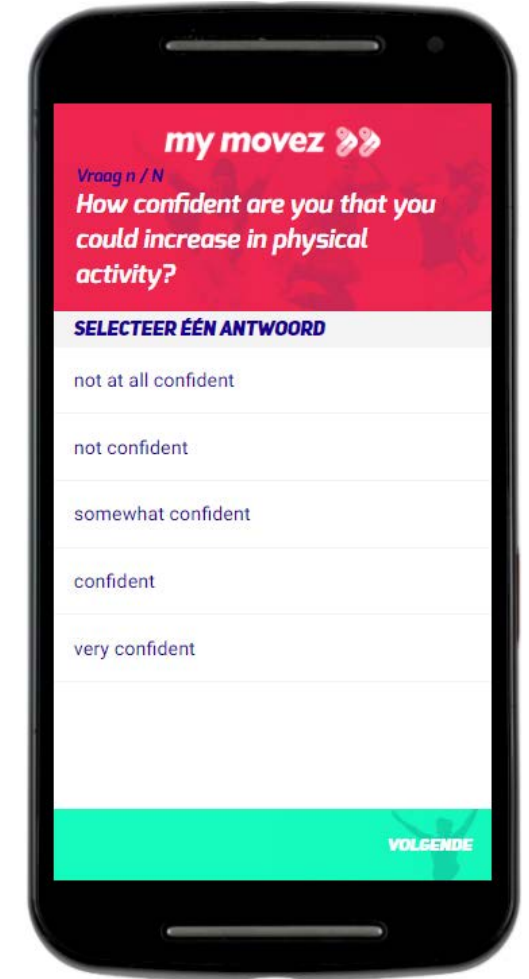
my movez
Influence agents:

- a) Selection
- b) Training



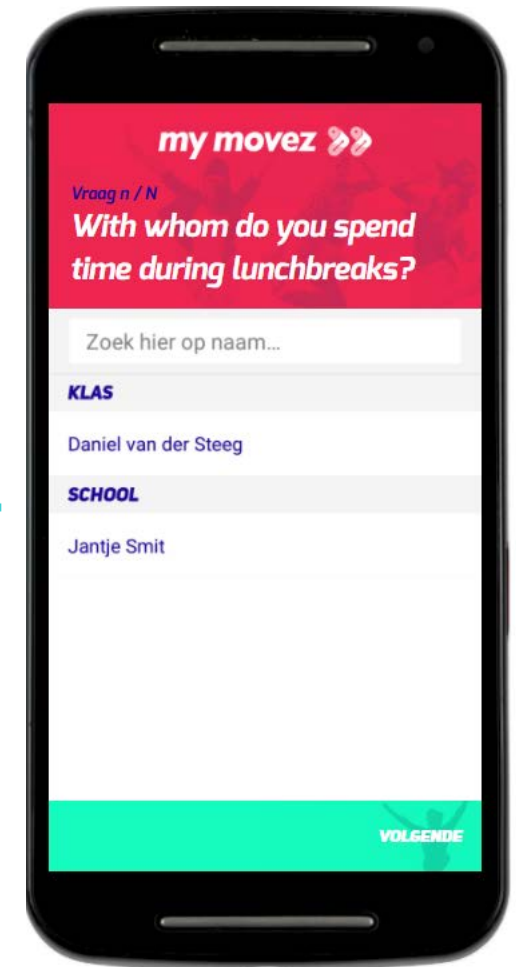
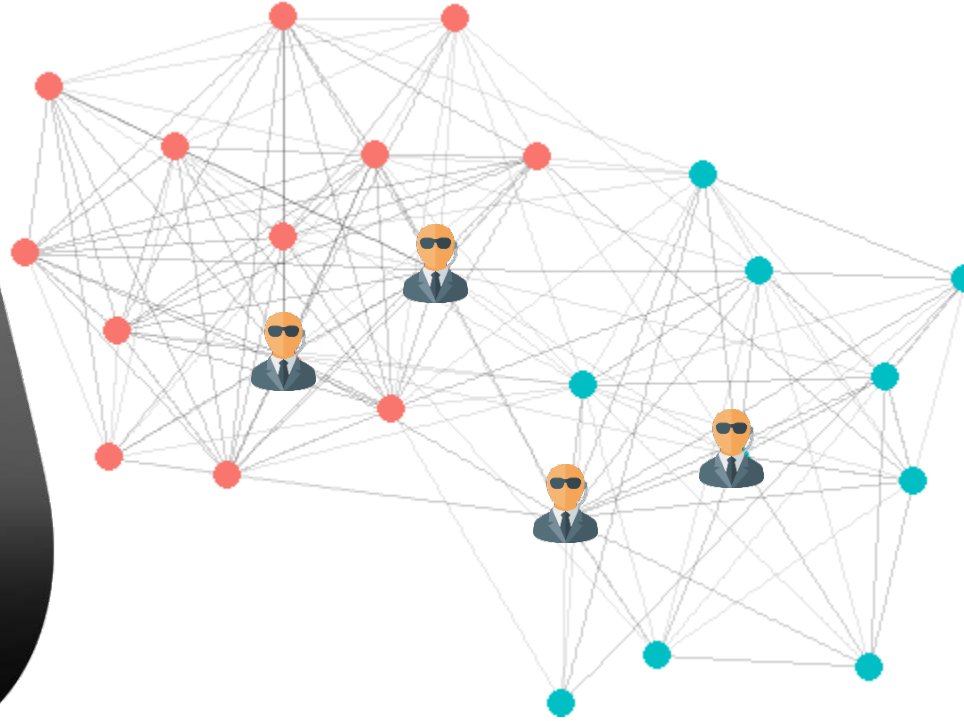


Questionnaires
Self-efficacy
Social norms
Intentions
Motivations
Athletic Competence



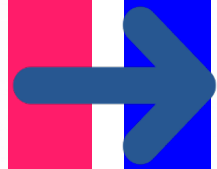
Sociometric questions

Peer nomination



Conditions

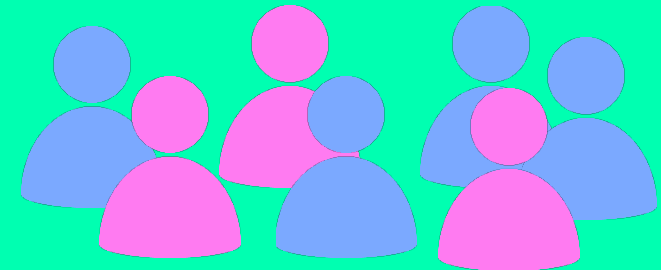
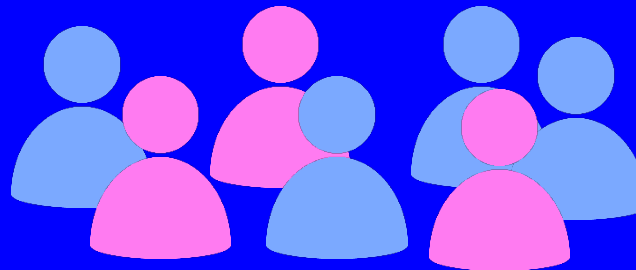
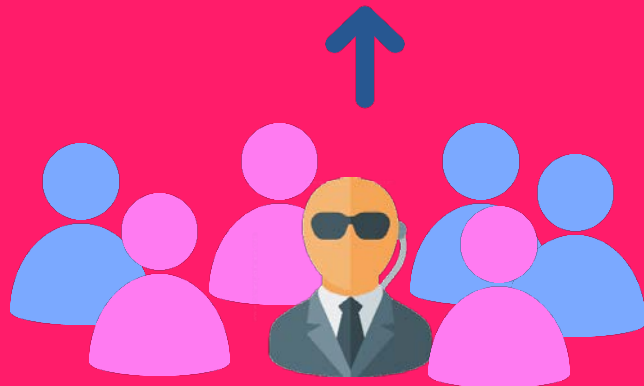
Social network intervention



Mass media campaign



Control



Sample

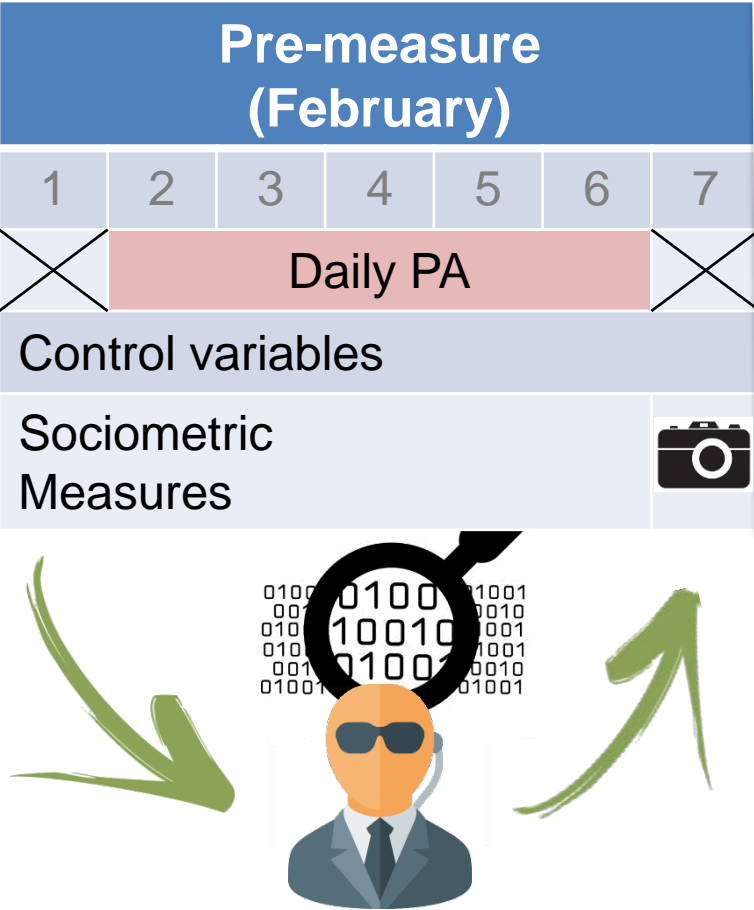
Participants:

- 🎯 **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)

Timeline








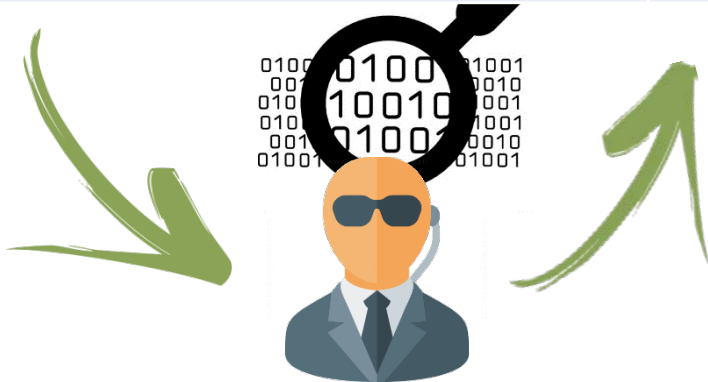
Instruction

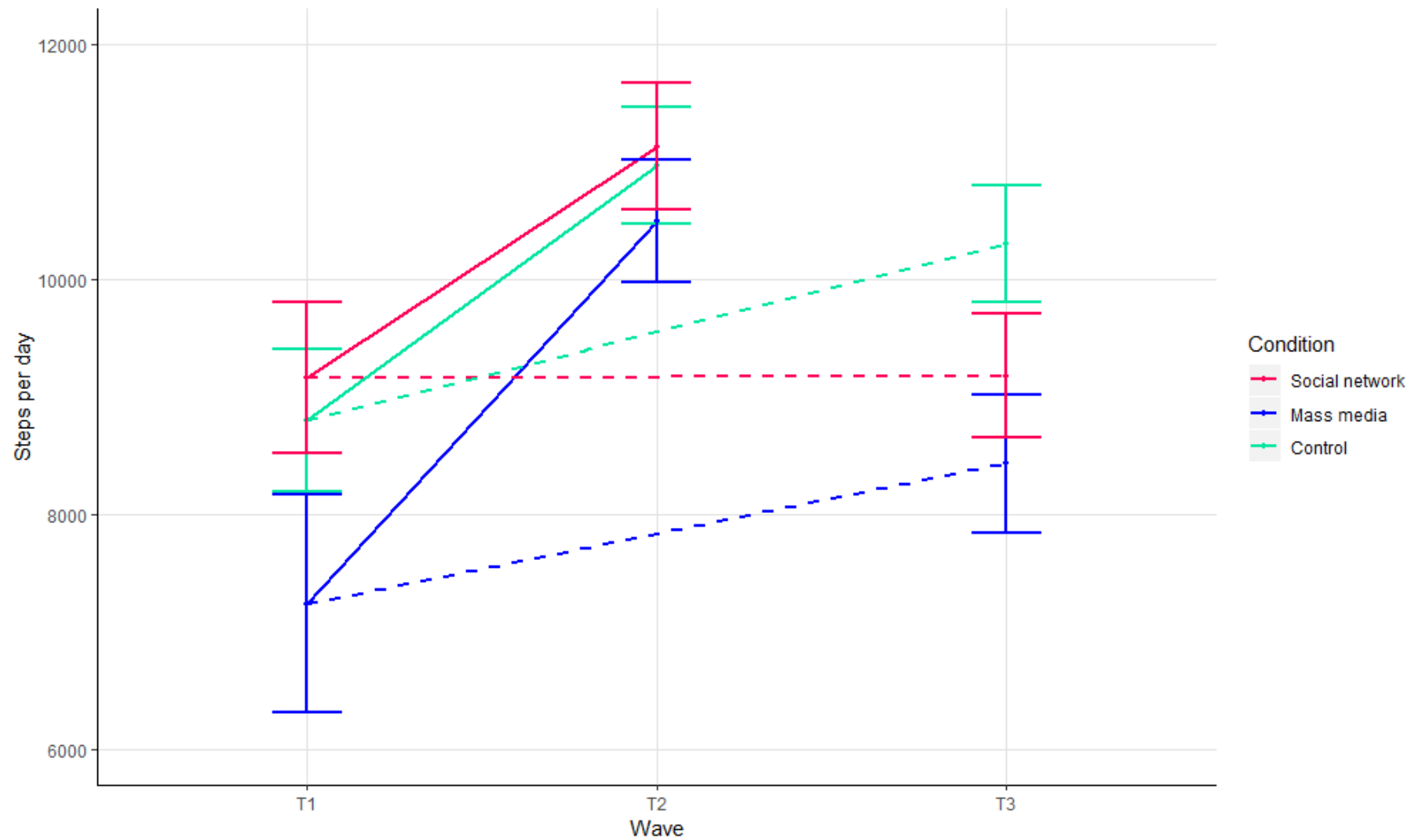
Editing

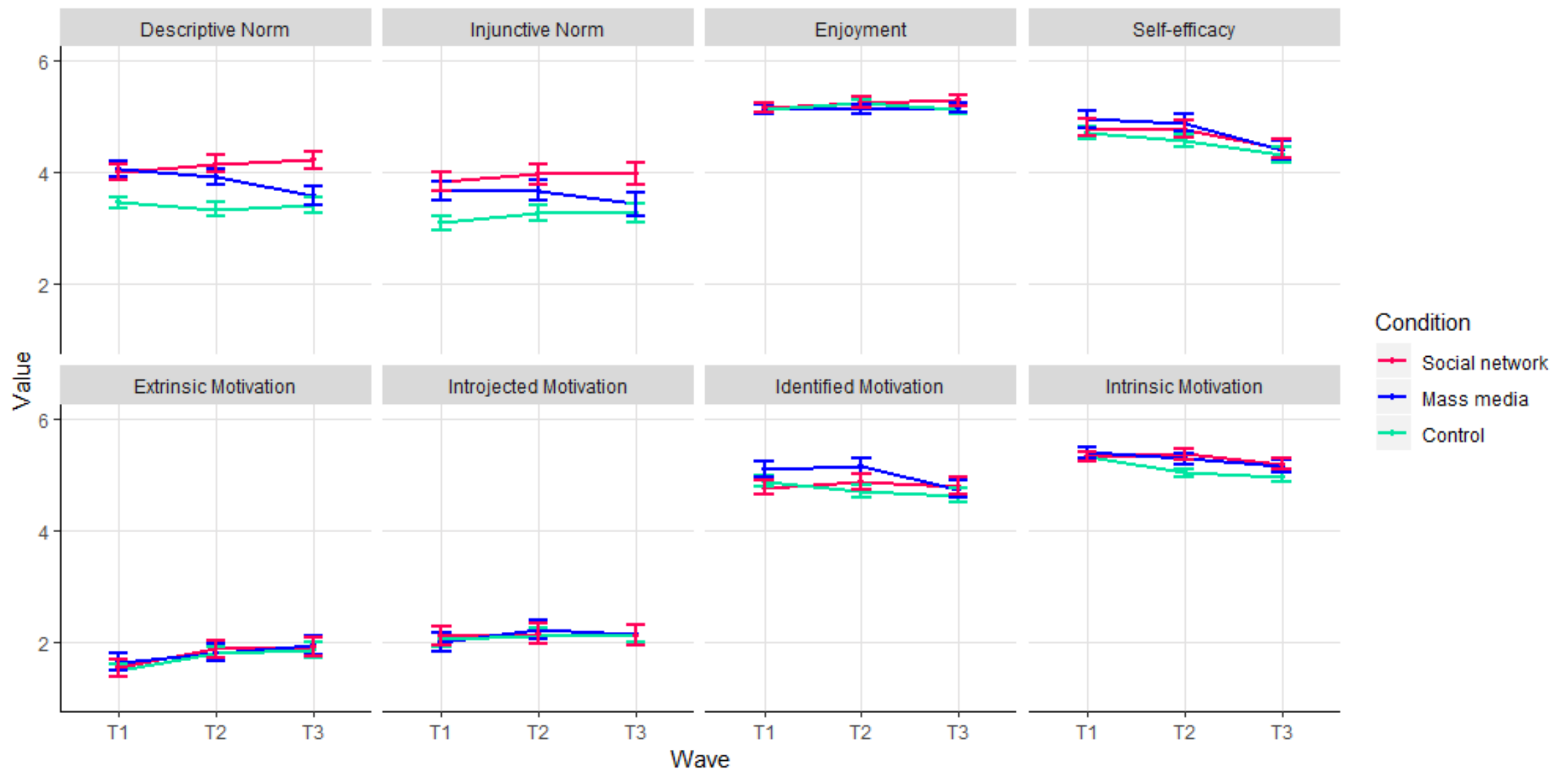


Timeline

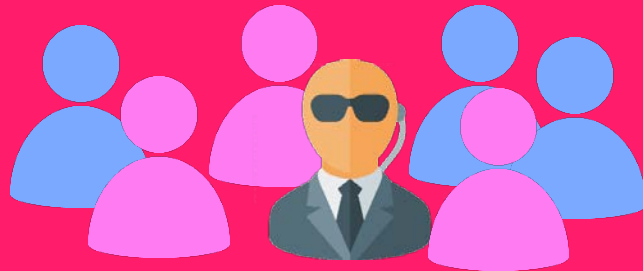
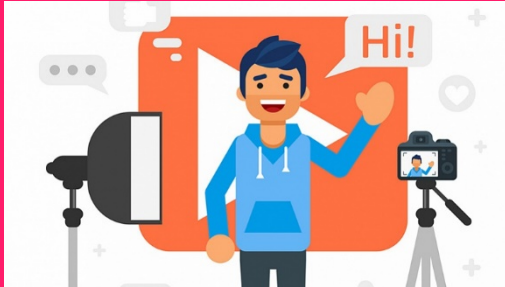
Pre-measure (February)							Intervention (April)						
1	2	3	4	5	6	7	1	2	3	4	5	6	7
	Daily PA							Daily PA					
Control variables							Control variables						
Sociometric Measures							V1	V2	V3	V4	V5	V6	





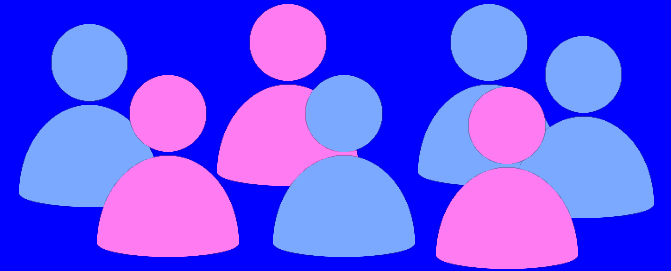


Social network intervention



SCREENTIME

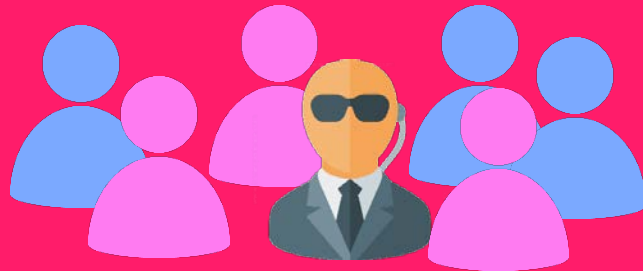
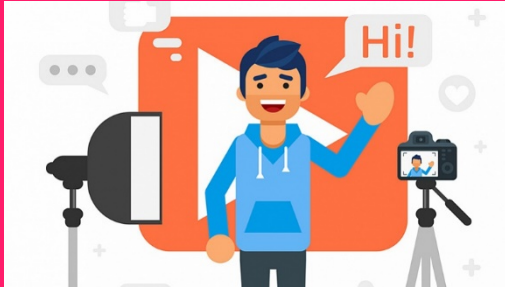
Mass media intervention



$(M = 15.69, SD = 20.60)$ | $t(1000) = 7.67, p < .001$

$(M = 7.21, SD = 14.60)$

Social network intervention



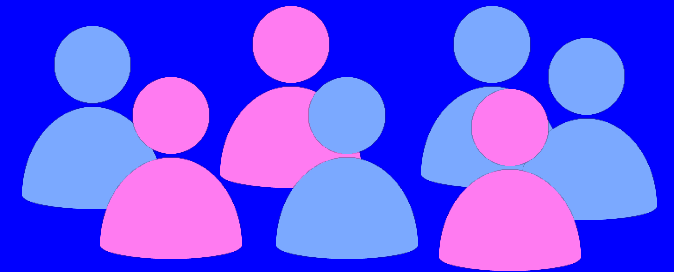
SCREENTIME



Like

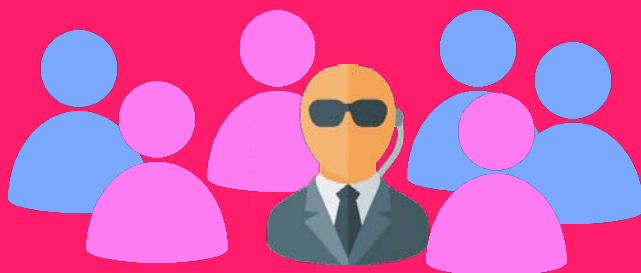


Mass media intervention



($M = 69.09$, $SD = 30.42$) | $t(306.73) = 8.88$. $p < .001$ | ($M = 40.20$, $SD = 32.72$)

Social network intervention



($M = 4.68$, $SD = 1.61$)

SCREENTIME



Like

1



IK VLOGGER(S)

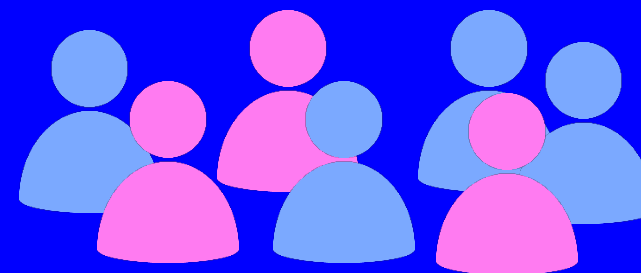
7



IK VLOGGER(S)

$t(739.75) = 9.54$, $p < .001$

Mass media intervention



($M = 3.46$, $SD = 1.97$)



Experiences with filming the content

🔗 Quality of the content



Hi Thabo,

”

Vanmiddag heb ik naar het materiaal gekeken van [REDACTED] en helaas is het materiaal niet goed genoeg om €

“



Experiences with filming the content

- 🔗 Quality of the content
- 🔗 Appointments with the influence agents



Experiences with filming the content

- 🔗 Quality of the content
- 🔗 Appointments with the influence agents
- 🔗 Following instructions



Conclusions

- No evidence that the social network intervention is more effective than the mass media intervention or control
- Explorations suggest that a social network intervention increases the perceived social norms
- Explorations suggest that the intervention message is better received in the social network intervention compared to the mass media intervention



Discussion

- Increase during the intervention in all conditions
 - no idea why the control group also increased
- Intervention period is (too) short
 - Investigate the effect of the separate vlogs
- The influence agents liked filming the vlogs
 - Needed some help in the filming process (primary school)



Contact information

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PHD - PHYSICAL ACTIVITY



Crystal Smit
PHD - NUTRITION



Laura Buijs
PROJECT COORDINATOR



Esther Rozendaal
PROJECT ADVISOR



Rebecca de Leeuw
PROJECT ADVISOR



my movez



NWO
Netherlands Organisation
for Scientific Research

KIEM (Kennis Innovatie
Mapping)



Radboud University

