

my movez

Health campaign using wearables

Contemporary Challenges in Personalized Advertising

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Aim of the myMovez project

- Promoting a healthy lifestyle for children and adolescents.
- Energy intake and energy expenditure
- Focus on physical activity

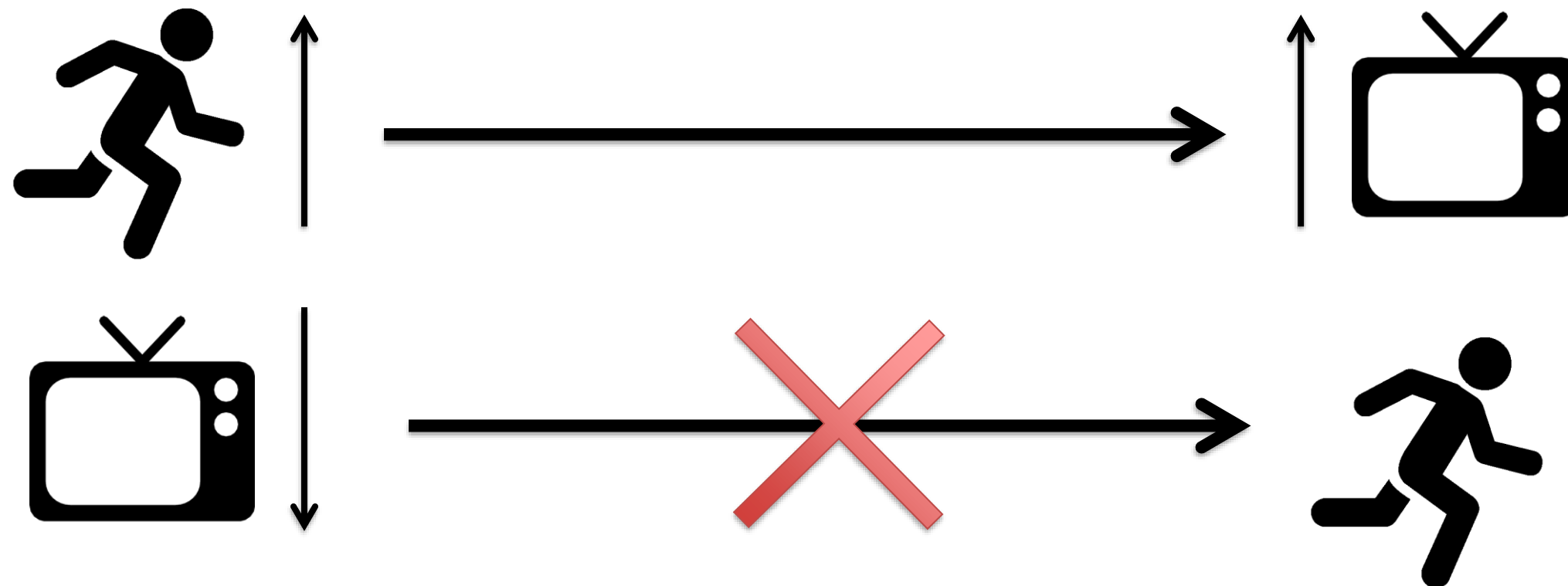


Physical Activity Guidelines

- Exercise (WHO, 2014)
 - at least 60 minutes of moderate- to vigorous-intensity physical activity daily.
- Lifestyle physical activity (Tudor-Locke, 2013)
 - Boys: 13.000 steps
 - Girls: 11.00 steps
- 80% of the youngsters do not meet these guidelines (Hallal et al., 2012)

Interventions

- Formal interventions to promote physical activity have little effect



Lifestyle physical activity?

(Peer led) social network intervention

- Most physical activities require peers (e.g. Soccer, hide-and-seek, dodgeball, etc)
- Social network intervention
- We will identify the influential peers within a classroom and ask them to promote physical activity
- Effective in reducing alcohol and tobacco use.

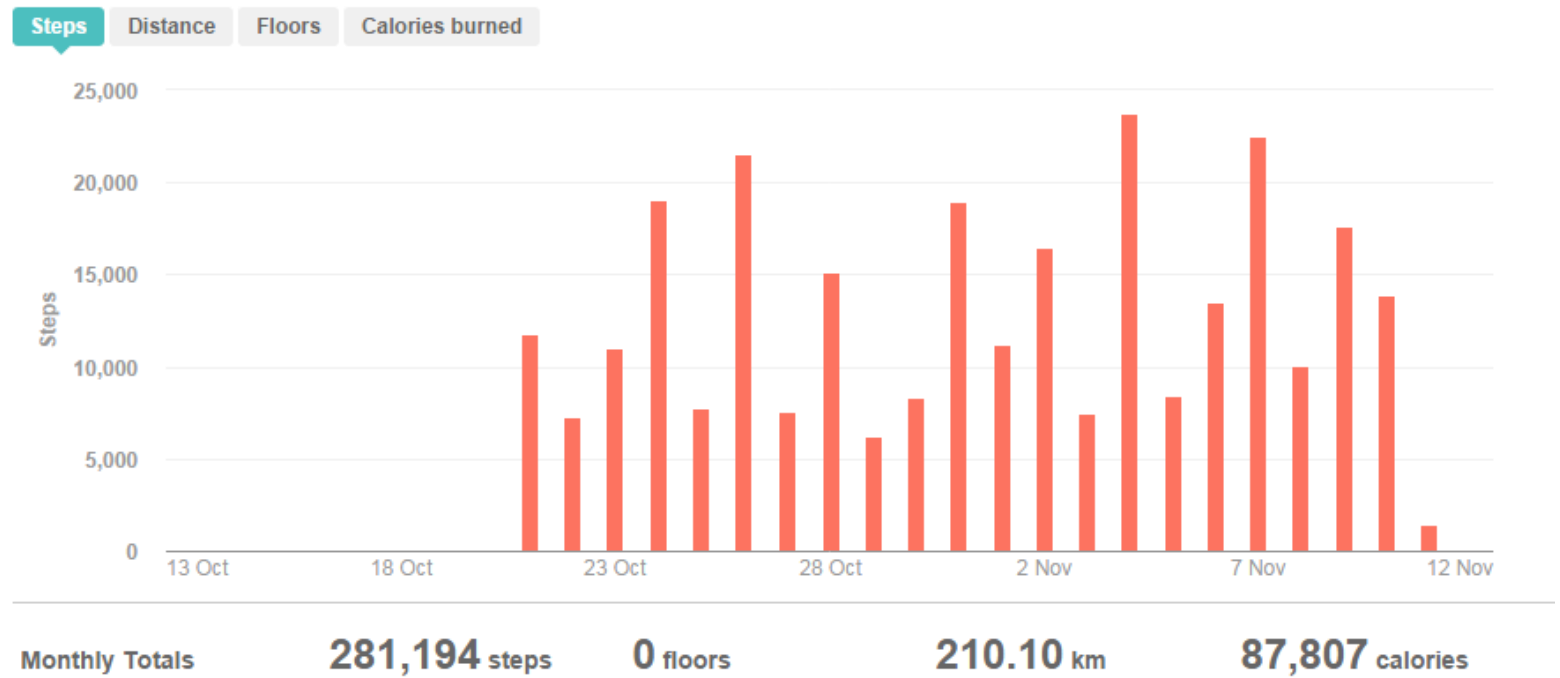
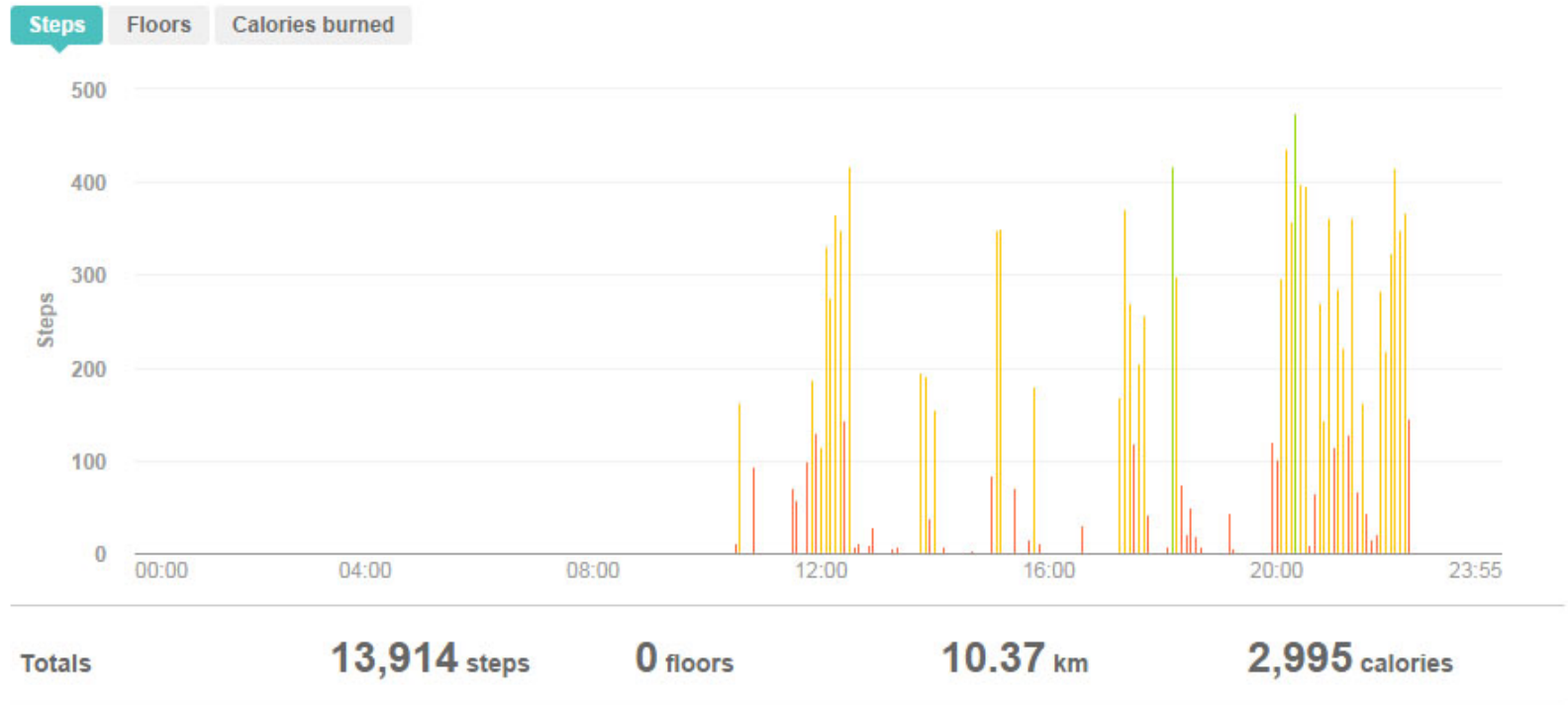
How to measure the effectiveness?!



Wearable lab



Fitbit



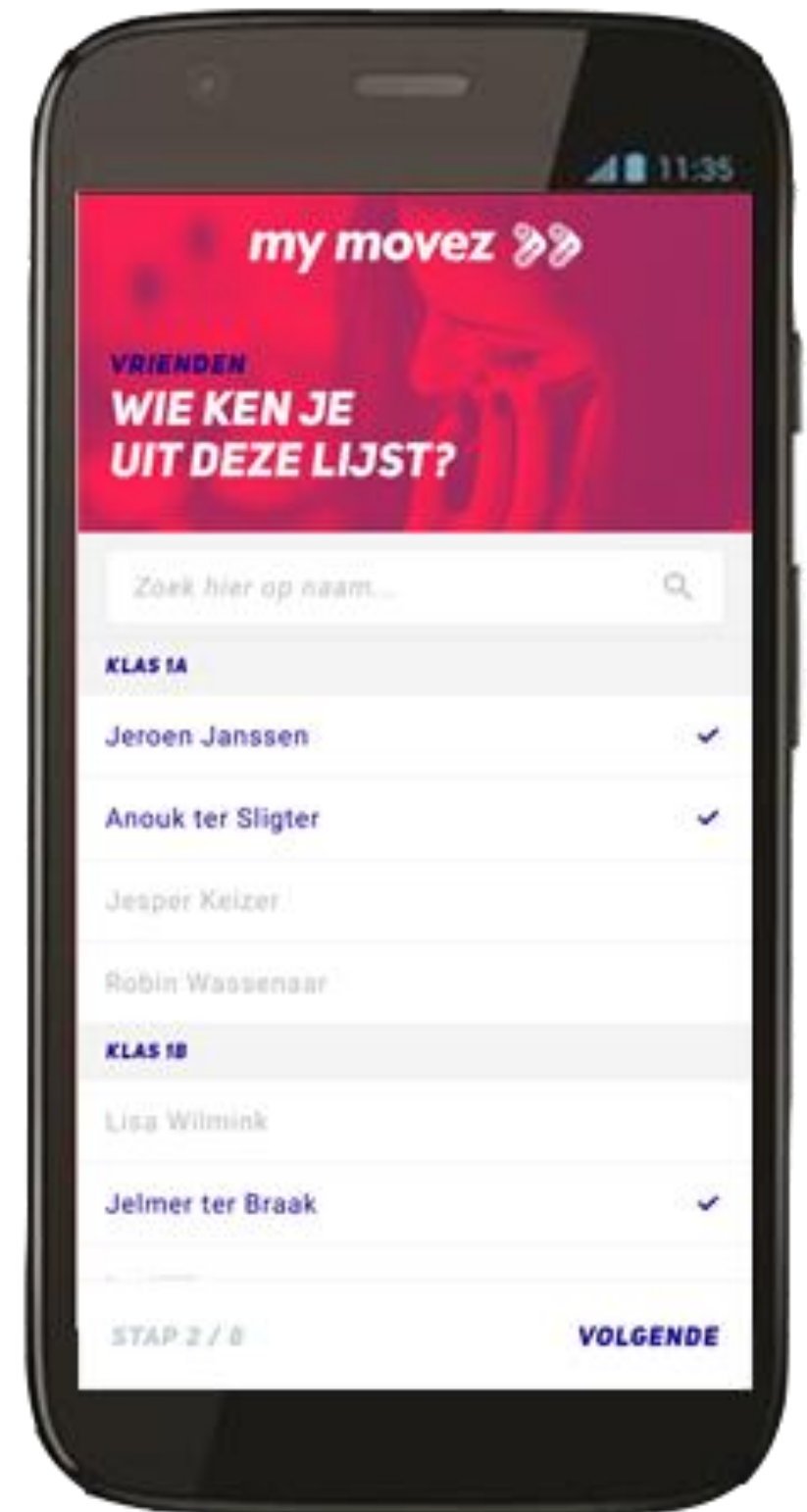
Smartphone

- Communication with Fitbit and server



Smartphone

- Communication with Fitbit and dataset
- Assessment of social network



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- Cycling activities



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- Pictures (e.g. media exposure or food)

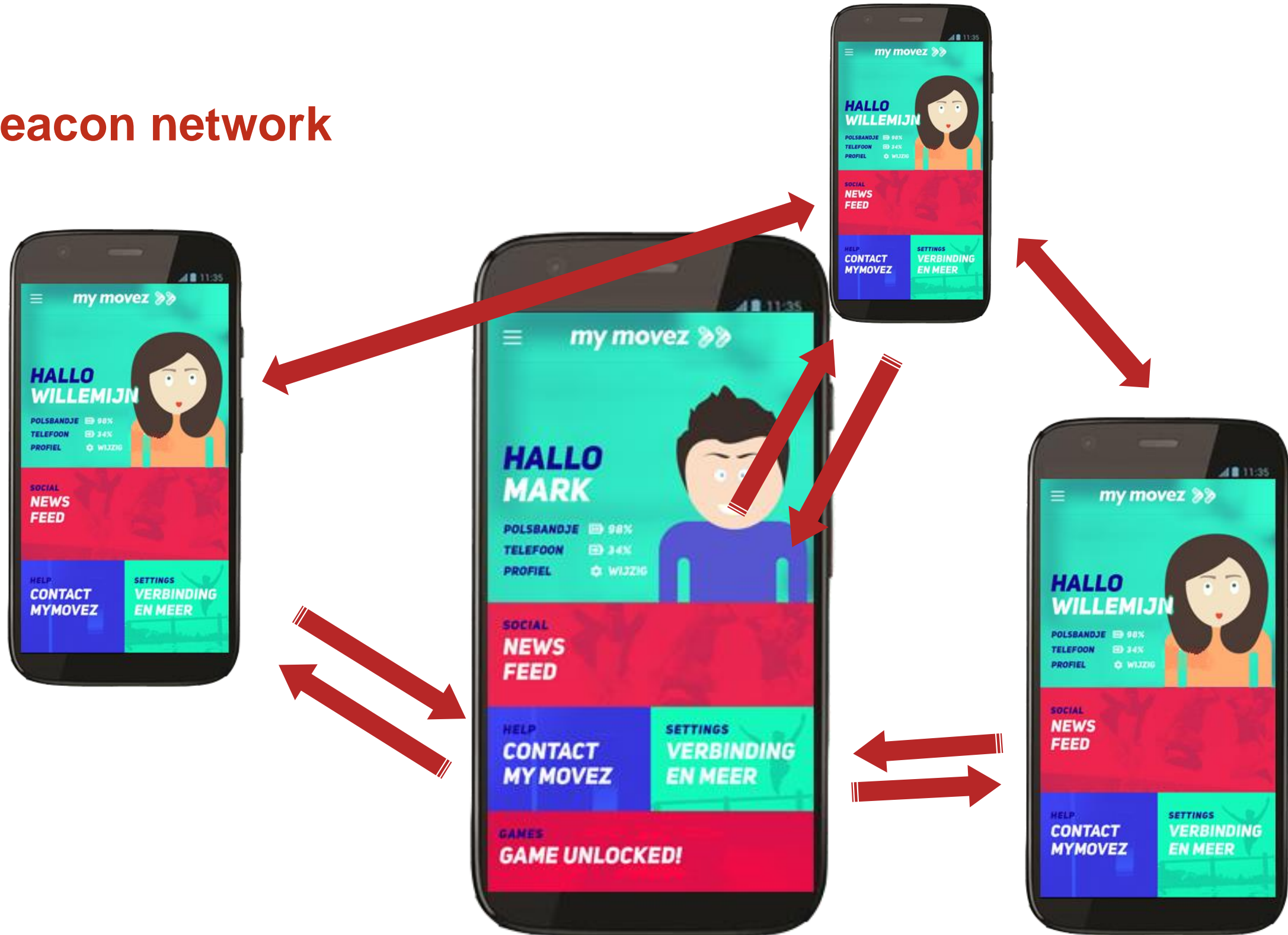


Smartphone

- Communication with Fitbit and dataset
- Assessment of social network
- Cycling activities
- Questionnaires (e.g. Daily food intake)
- Social platform
- Pictures (e.g. media exposure or food)
- Objective measure of social network

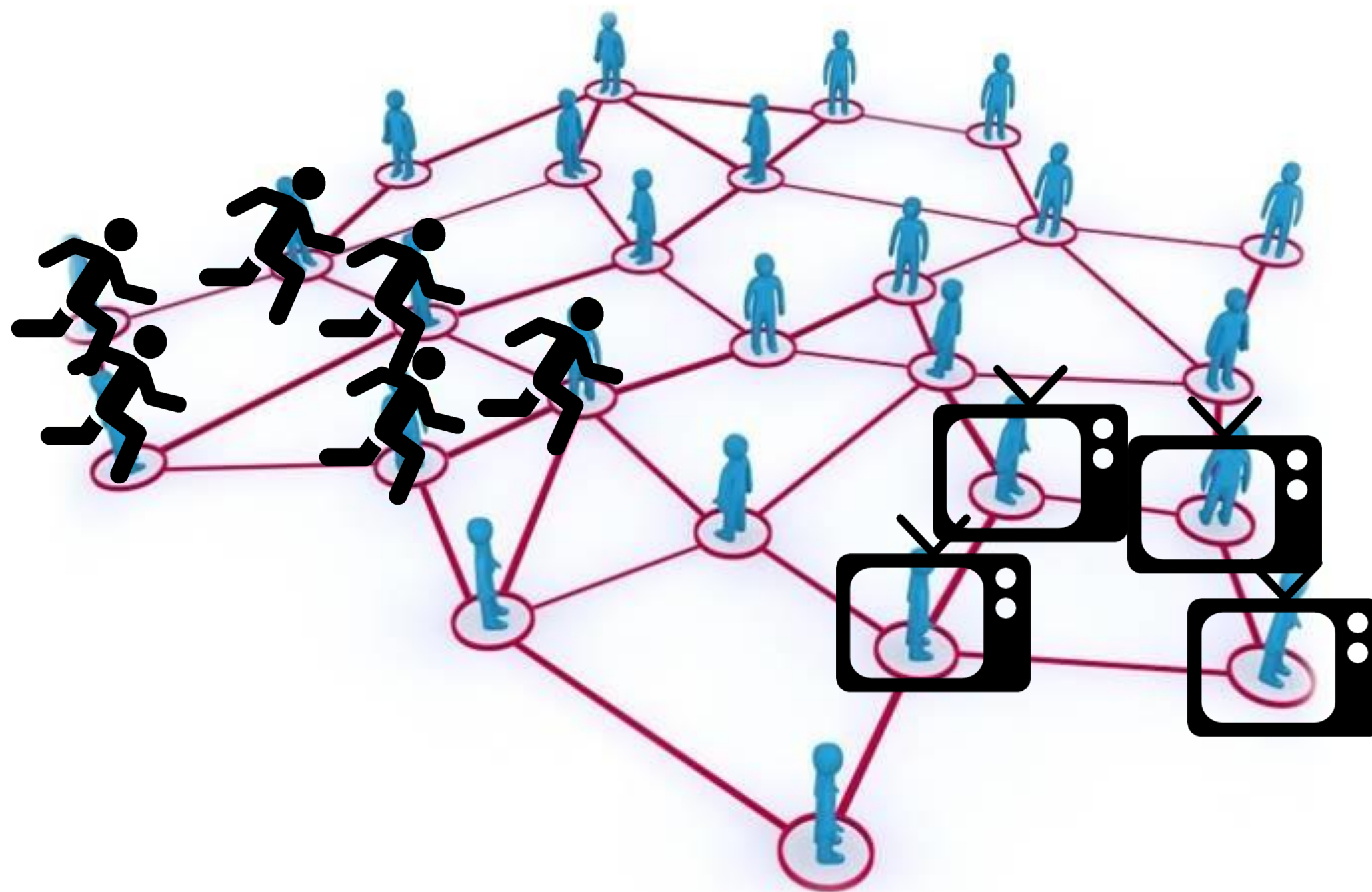


Beacon network





Beacon network



Triggers

Based on:

- Physical activity
- Proximity
- Time
- Answers to questions
- Lack of data

We can:

- Send (push)messages
- Ask questions
- Stimulate to perform behavior
- Let them post messages on the message board

Research questions

- When during the day are youngsters physically active?
- Are friendships based on physical activity levels?
- Do friends (or classmates) influence each other's physical activity levels?
- Are youngsters more (in)active when they are together?
- Do youngsters model their behaviour after popular peers

And how can we stimulate physical activity?

- By sending different types of messages?
- By using the influential peers to spread out the messages?
- Who are the influence agents and how do they influence the rest of the class?

Planning:

- Next month we will begin with a few pilot studies
- In February 2016 starts the main project:
 - Current state of affairs
 - Who are important in influencing physical activity
- 1250 primary school children
- 1250 secondary school adolescents.
- In 2017, we will start the intervention phase

Thank you

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VOOR EEN GEZONDE
LEEFSTIJL BIJ KINDEREN