

EFFECTIVENESS OF PERSUASIVE ACTIVITIES IN QUITTING SMOKING?

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01 INTRODUCTION

Changing habits is challenging, and overcoming addictions proves even more difficult. Smoking is an one of those habits, and it also one of the main causes of preventable death.

The emergence of eHealth applications might be a potential tool, aiding people in quitting this habit. This is a fast changing field and research has been done, however the longlasting effect seem to be minimal. This study is trying to better understand if and how much persuasive activities effect users.

02 RESEARCH QUESTION

How effective are the persuasive activities in persuading users of the usefulness of different competencies for quitting smoking?

subquestions:

- what are the main themes related to each of the persuasive actions
- Is there a difference in the effort that was done for each of the activities
- Which activities have the highest amount of people willing to quit

Persuasive activities:

- self-efficacy
- practical knowledge
- awareness of positive outcomes
- awareness of negative outcomes
- mindset that physical activity helps to quit smoking

03 METHODOLOGY

This study aims to analyse users feedback obtained during the multiple session with the chat-bot Mel. Using thematic analysis, we identified recurring themes that showed up.

Thematic analysis involves analysing text and then creating and giving codes to represent the responses. From the patterns in the codes, themes will be made. These themes will be used to understand the effect of the persuasive activities.

From these identified needs, recommendations for improvements to the chatbot were proposed.



04 RESULTS

714 responses were analysis, and from this 6 themes, and with 30 codes.

These themes where:

- Motivational Deficits
The participant didn't do the activity, or even didn't respond
- Motivation and mindset
The various methods of motivation that the participants used
- Embracing Positivity
Emphasizes optimism, focusing on potential gains rather than losses
- Behavioral Changes
Illustrates behavioral changes initiated due to the study
- Negative Aspects Awareness
Users focusing on the negative impacts and quitting challenges
- Emotional and Cognitive Changes
This theme embodies mental change and readiness

06 CONCLUSION

This study assessed how effectively activities convinced people of their significance in smoking cessation. In Figure 1, the change in belief regarding each aspect following every persuasive activity is depicted.

Most only had a minimal effect, around 0.2 or less. The biggest effect was in the belief of "Awareness of positive outcomes" after the activity of self-efficacy.

Recommendations:

- Take the current mindset into account when givin the activity, especially about awareness of negative consequences
- Give a bigger focus on the positives to be gained from quitting smoking

Future work:

- explore the differences in the free-text answers text and the numerical answers
- Dive deeper in why self-efficacy has a bigger affect on something else, instead of what it was trying to persuade in.

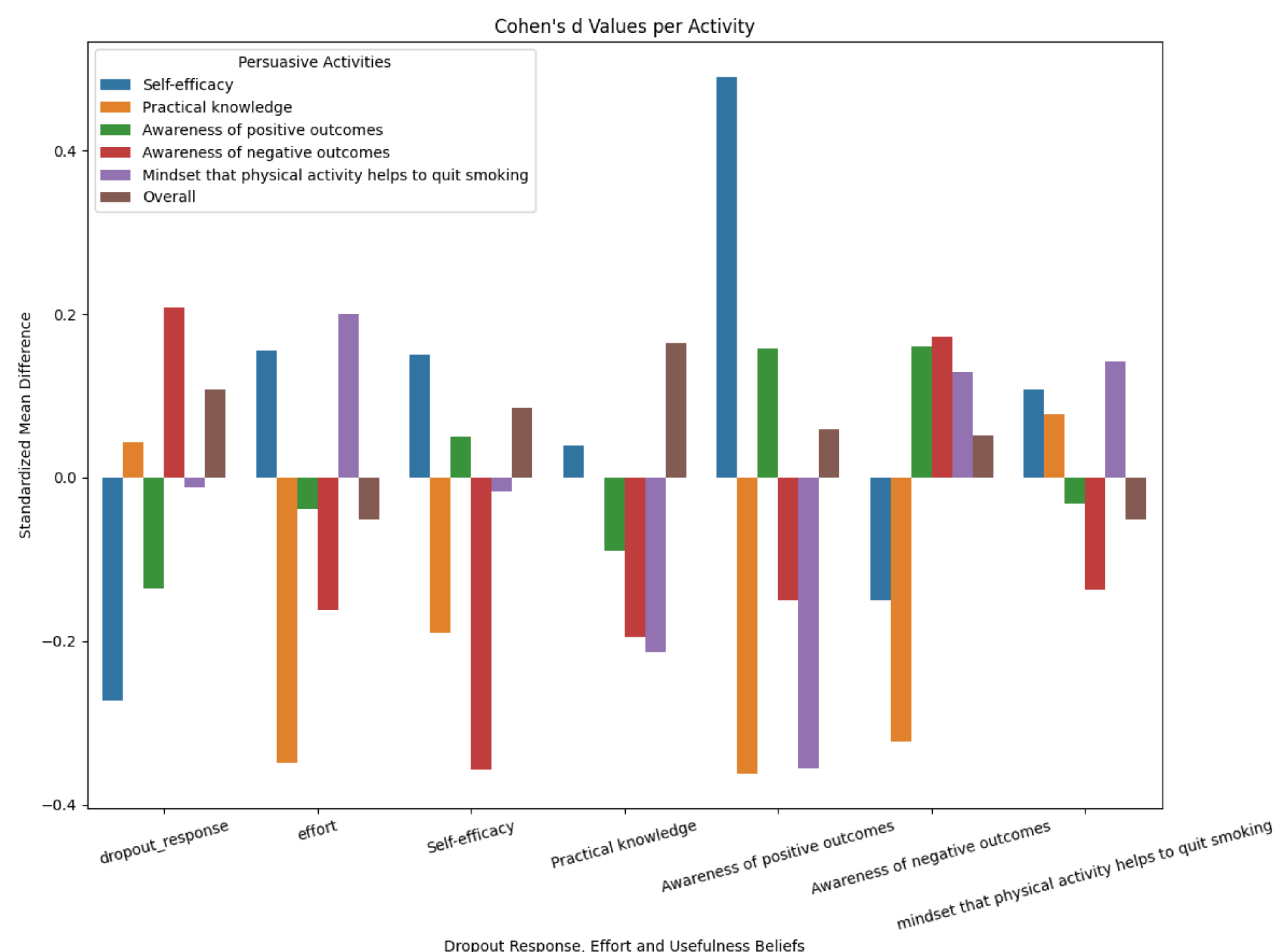


figure 1: effect size of each activity on the dropout, effort and the beliefs

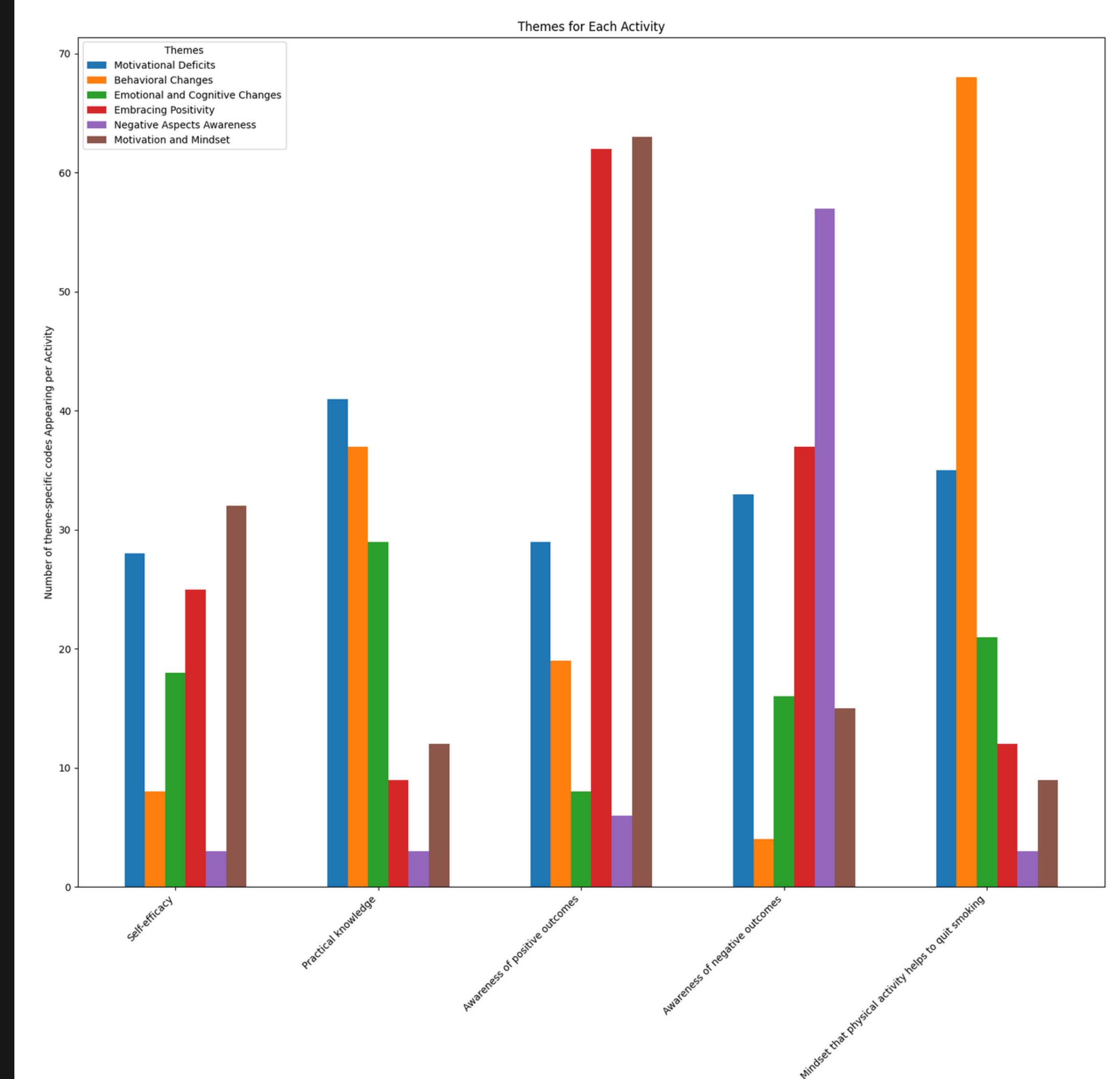


figure 2: Themes for Each Activity