

ANALYZING USERS' INTRODUCTIONS TO HUMAN COACHES

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01 INTRODUCTION

Smoking is the leading cause of preventable deaths. Vaping, considered a safer alternative or quitting tool, lacks conclusive evidence of its effectiveness and poses health risks. With 68% of U.S. adult smokers wanting to quit but only 7.5% succeeding annually, innovative solutions like eHealth applications are crucial. These apps, including chatbots, provide digital support. Personalized, human-like responses can enhance their effectiveness.

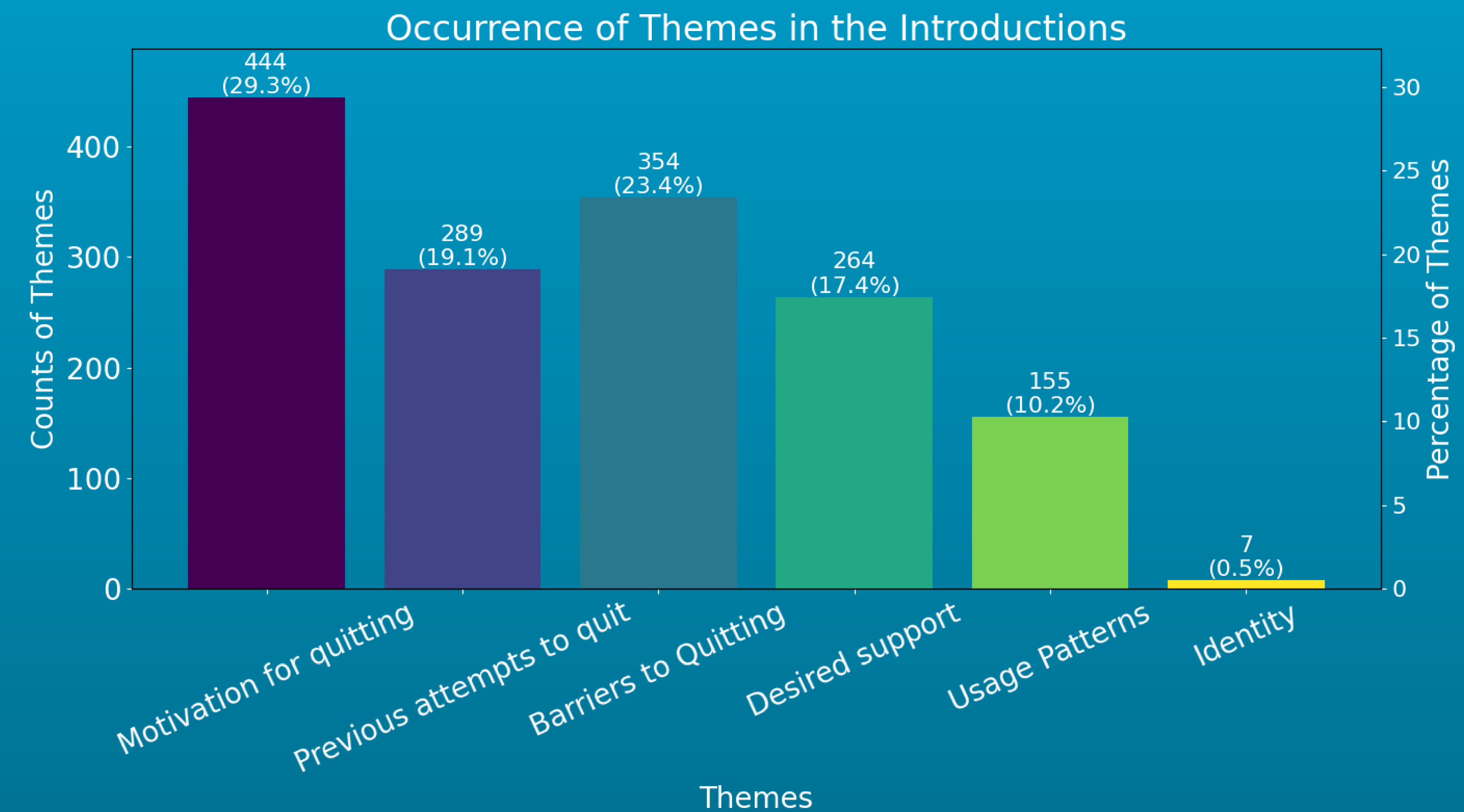
This study examines how 798 smokers/vapers introduce themselves to human coaches to understand preferences and improve support. Using thematic analysis, we identified recurring themes in participants' introductions.

02 RESEARCH QUESTION

How do users introduce themselves to their human coaches for preparing for quitting smoking/vaping and how does this relate to their preparation?

subquestions:

- Is there a pattern between the introduction and the Desire for human support?
- Does the rated importance of quitting affect the introduction?
- Does the smoking/vaper and quitter identity affect the introduction?



03 METHODOLOGY

Thematic analysis consists of:

- Familiarizing with the data
- coding the text to represent responses, and identifying patterns to create codes.
- Peer coding is used to validate the coding scheme by having another using the same codes
- Creating and defining themes.
- Reporting findings

With this, the content and influence of the introductions were described and future work was recommended.

04 RESULTS

The main themes discovered were:

- **Motivations for Quitting:** Health concerns (51.2%) were the top reason, followed by financial motivations (19.6%) and freedom from addiction (9.5%).
- **Previous Attempts to Quit:** Participants detailed past efforts, with 54.5% mentioning their history of attempts. What strategies they tried before were noted by 23.5%, and 22% replaced smoking with vaping.
- **Barriers to Quitting:** Emotional and psychological triggers were the most significant barrier (25.4%), followed by habitual behavior (22.0%) and the hardships of quitting (21.5%).
- **Desired Support:** Participants expressed a need for support (38.6%), especially for managing stress (35.1%).
- **Usage Patterns:** Habitual behavior was the dominant code of this theme (54.2%).
- **Identity:** Few participants discussed their smoker/vaper or non-smoker/vaper identity (7 mentions).

For the subquestions, no pattern was found between all three of them.

05 CONCLUSION

Quantitative analysis showed mainly not significant and some weak correlations.

This suggests that while introductions provide qualitative insights, their direct impact on outcomes remains uncertain.

The study emphasizes using participant narratives to personalize eHealth interventions effectively.

Further research is needed to clarify the role of introductions in cessation program success. Integrating these insights can enhance smoking and vaping cessation applications.