

SYSTEMATIC DEVELOPMENT OF A PERSUASIVE SMARTPHONE-GAME INTERVENTION

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TARGETING OVERWEIGHT-RELATED BEHAVIORS AMONG VOCATIONAL EDUCATION STUDENTS IN THE NETHERLANDS

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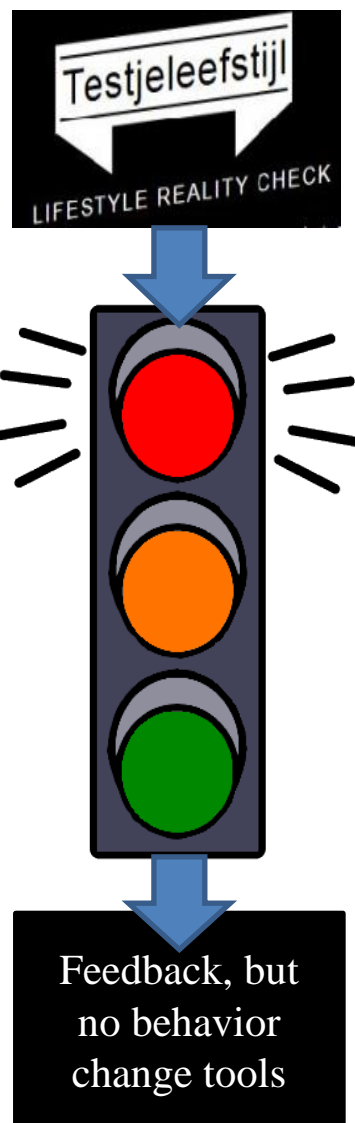
Objective: Following Intervention Mapping¹, program objectives and determinants were defined, derived from self-regulation theory and empirical evidence, targeting overweight-related behaviors among vocational education students in the Netherlands. Objectives were matched with behavior change techniques (BCT)² and translated into design requirements. Underlying mechanisms of game development were derived from game-based learning³ and flow theory⁴.

Method:



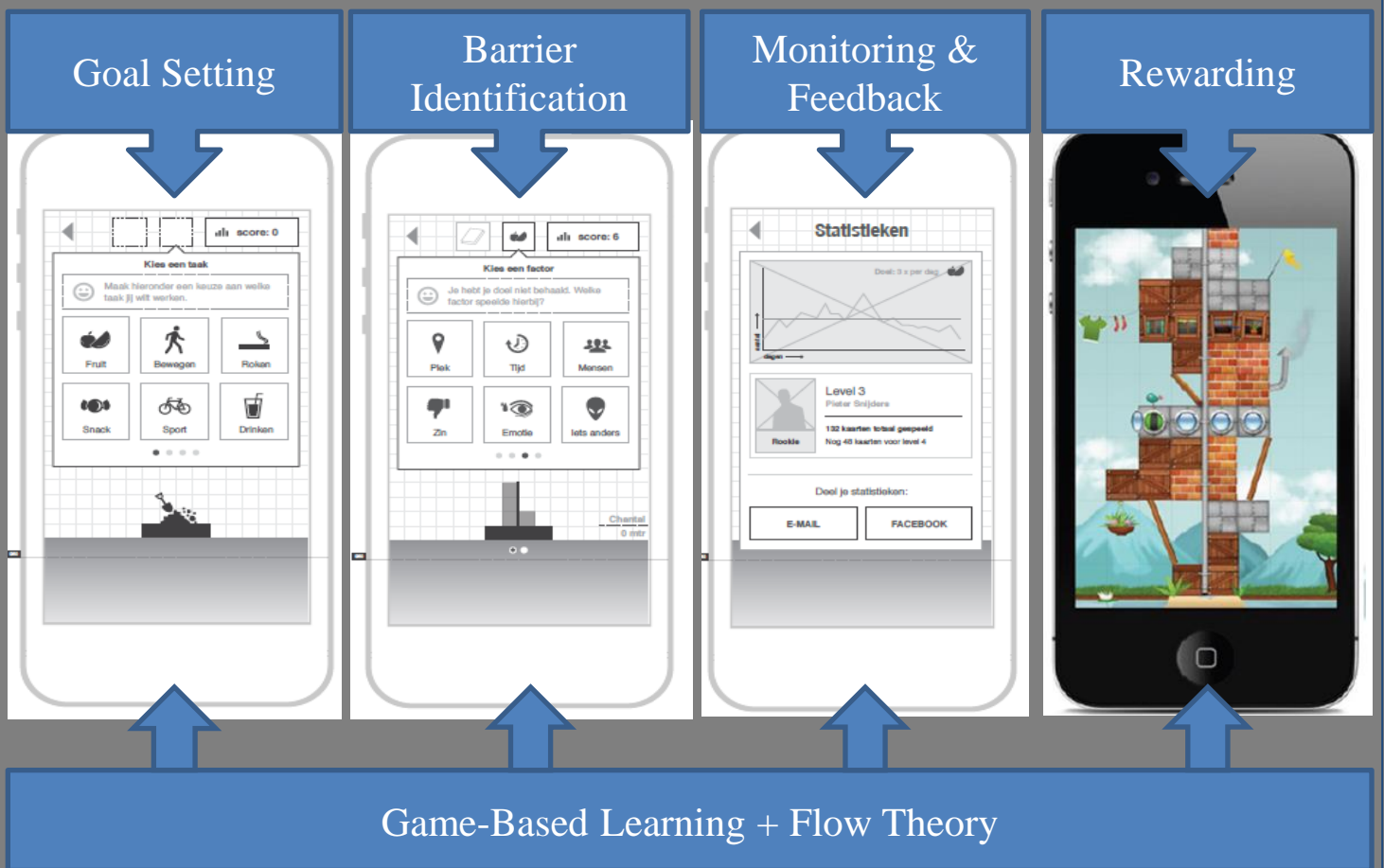
Results:

Big Game



Small Game

Online: Peer Support System



Conclusion: To increase intervention effectiveness, the small (persuasive smartphone) game should be embedded within the big game (student tracking system) and pilot tests need to be performed. Moreover, finding the right balance between behavior change and game play is extremely challenging.

¹ Bartholomew, L.K., Parcel, G.S., Kok, G. & Gottlieb, N.H. (2011). *Planning health promotion programs: An intervention mapping approach*. San Francisco, USA: Jossey-Bass.

² Dusseldorp, E., Van Genugten, L., Van Buuren, S., Verheijden, M.W., & Van Empelen, P. (2013). Combinations of techniques that effectively change health behavior: Evidence from Meta-CART analysis. Manuscript submitted for publication.

³ Prensky, M. (2001). *Digital game-based learning*. USA: McGraw-Hill.

⁴ Csikszentmihalyi, M. (1997). *Finding flow: The psychology of engagement with everyday life*. New York: Basic Books.