

Behaviour design: a tool to make acquiring healthy habits easier

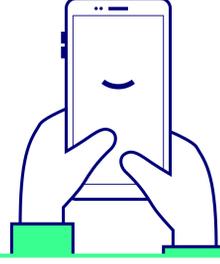


Adopting a healthy lifestyle means creating new habits.



ICT can help us form new habits, but how?

- By sending prompts and reminders to tell us to engage in behaviours that we want to become habits.
- By giving us constant feedback to keep us motivated.
- By making it easier to engage in healthy behaviours.



Mobile phone apps are an example of an effective technology that can help us create new habits.

- However, according to a study carried out by the European Commission, although there are over 200,000 health apps on the market, people stop using them within two weeks in around 80% of cases.
- A key factor contributing to the success of health apps is their persuasive design: the way they motivate users to keep using them.

Changing our habits is easier if we know how human behaviour (really) works



How can we influence human behaviour to better our health?

Fogg Behavior Model.

According to this model, the likelihood of engaging in a particular behaviour is based on the right combination of motivation, the ability to carry out that behaviour, and receiving the right prompt at the right time..

Behavior Design.

Seen as a link between ICT and the change in behaviour that bridges the gap between intended and actual behaviour.

Research at the Behavior Design Lab

The Lab's research and knowledge transfer focus on the field of behaviour design and persuasive technology applied to health.

It aims to help people change unhealthy behaviours for healthy ones through evidence-based ICT interventions

It is part of the **Psychology, Health & ICT (PSiNET)** research group

It is affiliated to the UOC's eHealth Center.



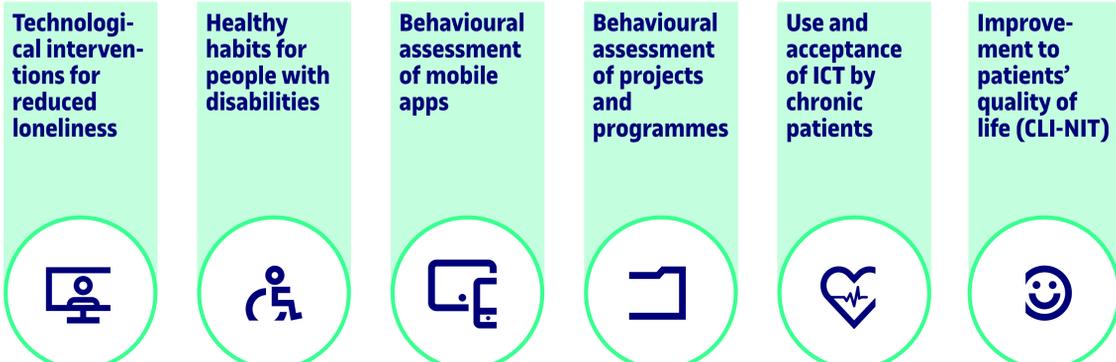
Theoretical reference models:

- Fogg Behavior Model (Universitat de Stanford)
- Behavior Change Wheel (University College de Londres)
- Persuasive System Design Framework (Universitat d'Oulu)

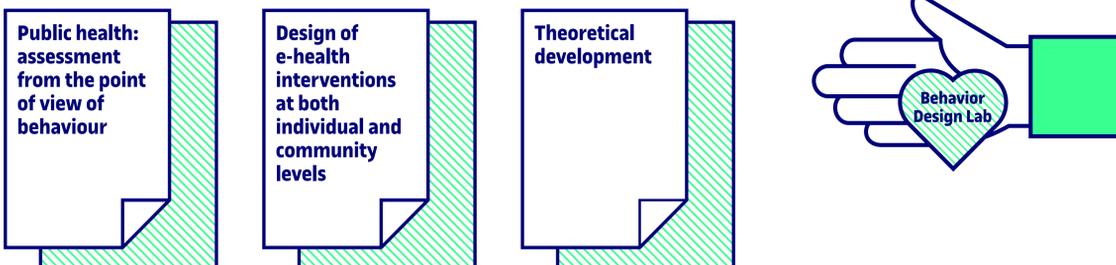
Team



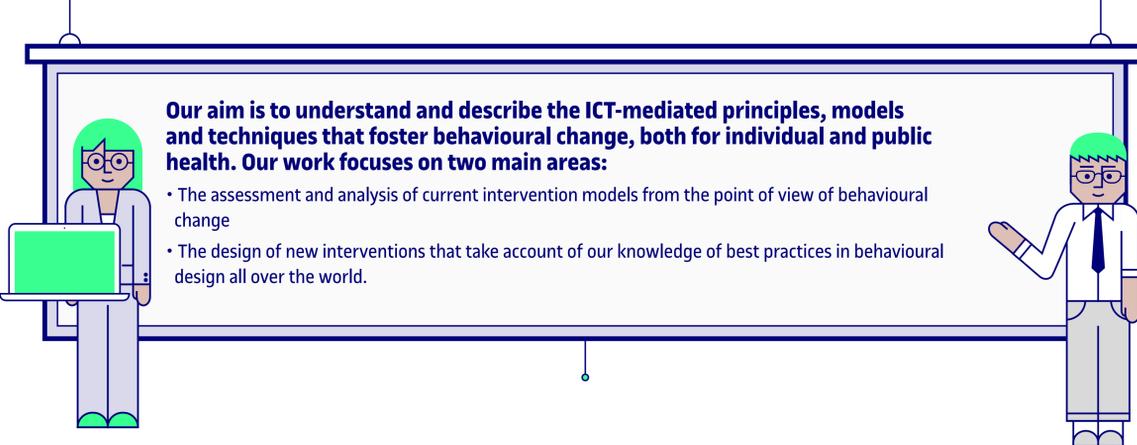
Lines of work



Fields of study



Scientific goals



Achievements

Since it was formed two years ago:



Furthermore, its researchers have discussed behaviour design as guest speakers at five events, both in Spain and abroad.

Contact



The mission of the Universitat Oberta de Catalunya's eHealth Center is to foster research and innovation in e-health across the University, so that it can become an agent of social change that drives transformation in the health system.