The Wellness Partners Collaboration: Intervention & Study Design from Scratch

OVERVIEW
This research collaboration assessed the effectiveness of a prototype social activity diary with playful elements compared to one without playful elements as a lifestyle change intervention toward increasing physical activity.

HYPOTHESES
H1. The social game-based intervention (Group A) will increase physical activity and perceived wellness compared to the social non-game based intervention (Group B).
H2. WP networks in either group A or B, with greater intergenerational diversity and cooperation, will sustain goal-oriented activities longer and report higher scores of physical activity and perceived wellness.
H3. WP players in either group A or B who have high rates of interaction with other users will increase physical activity more than those who have low rates of interaction (Valente, 2005).
H4. Attitude and behavior changes that emerge among some WP players will spread to other participants through the game network (Valente, 2005).

RESEARCH QUESTIONS
Q1. How can we characterize WP game involvement levels, including platform access (web vs. mobile) mathematically?
Q2. What kind of gaming reward mechanisms and other game mechanics are effective in intimate networks enrolled in lifestyle change programs?
Q3. Will the index pair invite other people to join their network? Who will the players choose as their partners? What activities will they engage in with other players and how much interaction will they have with each other?

REFERENCES

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RECRUITMENT
339 volunteers:
225 eligible participants
79 ineligible
32 dropped out pre-enrollment
3 could not be contacted

QUESTIONNAIRES + ANTHROPOMETRY
BASELINE
1st FOLLOW-UP
2nd FOLLOW-UP
142 (all) + 53 (egos only)
112 (all) + 44 (egos only)
96 (all) + 38 (egos only)