

The Wellness Partners Collaboration: Intervention & Study Design from Scratch



Marientina Gotsis, MFA
Interactive Media Division
School of Cinematic Arts
mgotsis@cinema.usc.edu

Maryalice Jordan-Marsh, PhD, RN, FAAN
School of Social Work
jordanma@usc.edu

William B. Graner
Interactive Media Division
School of Cinematic Arts
wgraner@usc.edu

Jamie Antonisse, MFA
Interactive Media Division
School of Cinematic Arts
hantonisse@gmail.com

Diana Hughes, MFA
Interactive Media Division
School of Cinematic Arts
Hughes.di@gmail.com

Donna Spruijt-Metz, PhD, MFA
Department of Preventive Medicine
Keck School of Medicine
dmetz@usc.edu

Hua Wang, PhD
Annenberg School for
Communication & Journalism
wanghua@usc.edu

Thomas W. Valente, PhD
Department of Preventive Medicine
Keck School of Medicine
tvalente@usc.edu

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

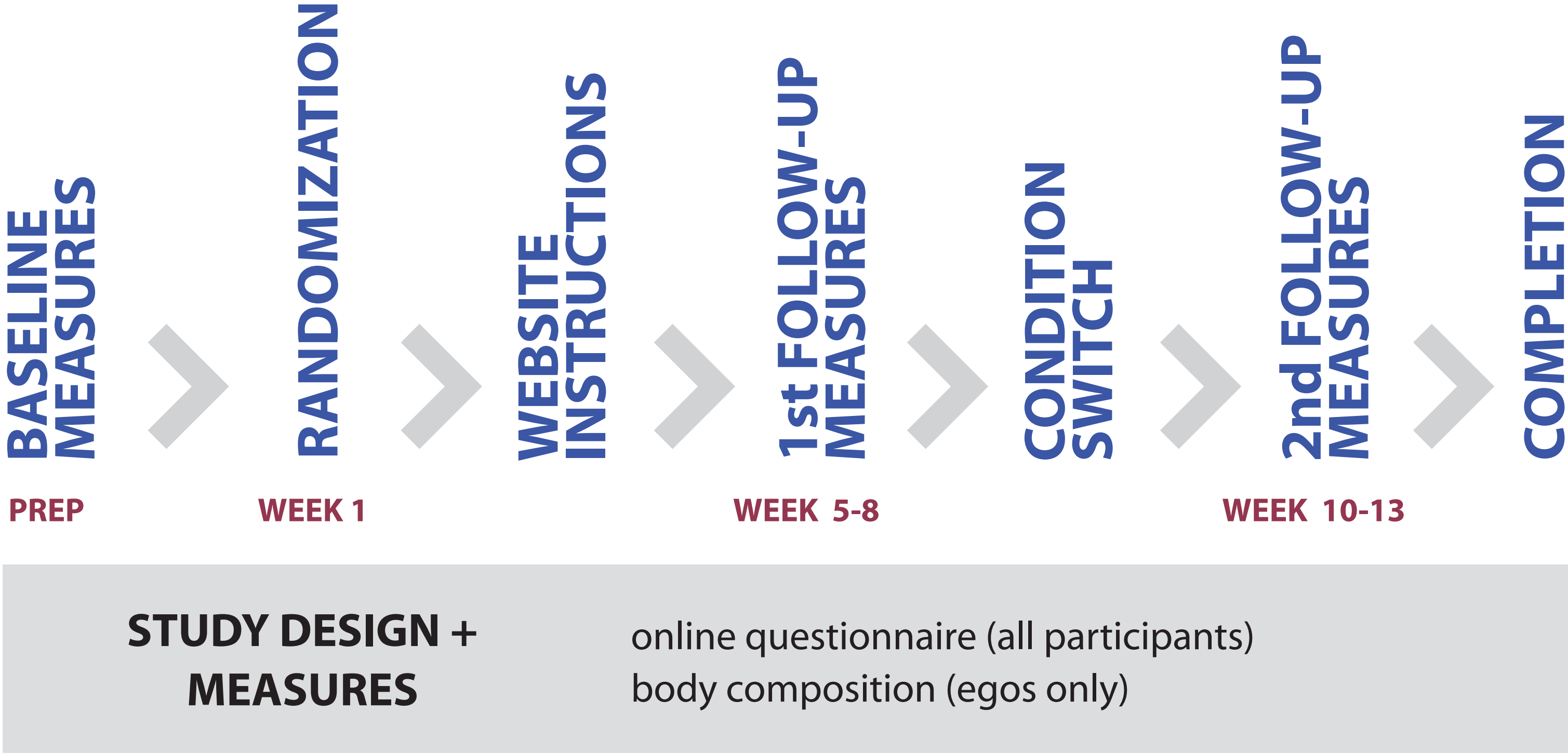
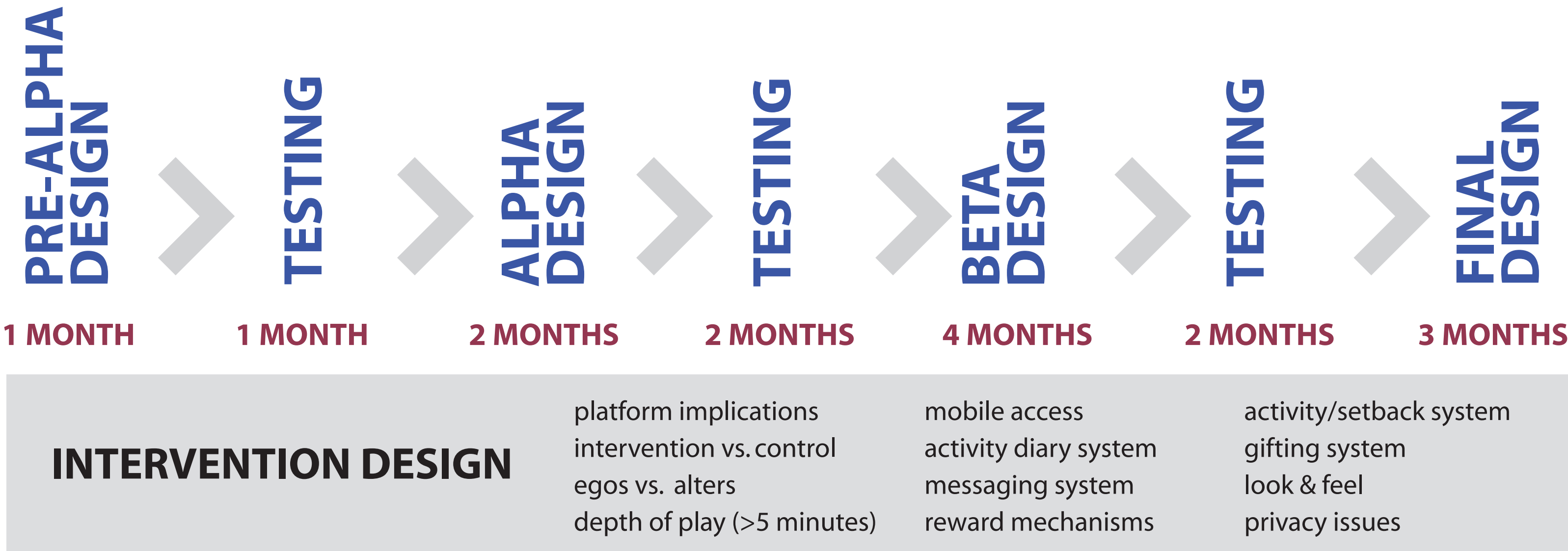
Valente, T. W. (2005). Models and methods for innovation diffusion. In P. J. Carrington, J. Scott, & S. Wasserman (Eds.) *Models and methods in social network analysis* (pp. 98-116). Cambridge, UK: Cambridge University Press.

ACKNOWLEDGMENTS

Support for this study was provided by grant #U-64448 from the Robert Wood Johnson Foundation.

The study was coordinated through a partnership with the University of Southern California's Center for Work & Family Life.

Many thanks to: Heather Desurvire, Peter Preuss, Will Carter, Matteo Marjoram, Mindy Goto, Hyunjung Rhee, Sean Manning, Yang Liu, Dhaval Shah, Dheeraj Kota, Hari Kumar Rongali, Ala' Diab, Liset Dondiego, Christine Lee, Natasha Williams, Stephanie Miller, Eric Hernandez, Mona Desai, Juan Camilo Gonzalez, Ritu Kavishwar, Bryan Jaycox, Wakefield Li, Teddy Diefenbach, Justin Lewis, Greg Lieberman, Jeremy Gibson, Marrall Bagerdjian and Ying Sun.



RECRUITMENT

339 volunteers:

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

QUESTIONNAIRES + ANTHROPOMETRY

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

