

The Physical Activity Loyalty Card Scheme: Demonstration of a Novel System for Incentivising Behaviour Change

Dr Ruth F. Hunter	Michael Davis	Dr Mark A. Tully
Centre for Public Health	Centre for Secure Information Technologies (CSIT)	UKCRC Centre of Excellence for Public Health/Centre for Public Health
Queen's University Belfast	Queen's University Belfast	Queen's University Belfast
Belfast, Northern Ireland	Belfast, Northern Ireland	Belfast, Northern Ireland
ruth.hunter@qub.ac.uk	mdavis05@qub.ac.uk	m.tully@qub.ac.uk

Prof Frank Kee

UKCRC Centre of Excellence for Public Health/Centre for Public Health

Queen's University Belfast

Belfast, Northern Ireland

f.kee@qub.ac.uk

ABSTRACT

Following recommendations from the UK Government Public Health White Paper (2010) we have created a platform to research the effectiveness of nudge-type interventions and incentive schemes. This system has been piloted in a randomised controlled trial investigating the effectiveness of non-financial incentives for 'nudging' adults to be more active; "The Physical Activity Loyalty Card Scheme".

The system consists of a website, incorporating tools for incentivizing behaviour change and a novel physical activity monitoring system.

We will demonstrate key aspects of this "Physical Activity Loyalty Card Scheme", including:

- the monitoring system which contains a passive RFID tag, and a contactless NFC sensor network. The system gives users' real-time feedback on various aspects of their recent bout of physical activity. We will demonstrate how this feedback can be used in other nudge-type initiatives, for example, social norms and competition;
- behaviour change tools adapted to offer individually tailored advice;
- web 2.0 and social networking features; and,
- research tools.

We will demonstrate potential visual analytics techniques that can be applied to the transaction data collected in conjunction with the physical activity monitoring system. Examples include network graphs to analyse the mobility patterns of the users and social networks.