



Date: Tuesday, April 24, 2018

Time: Noon

Place: Discovery 1, 915 Greene Street, Room 140

Speaker: Amanda Rebar, PhD

Senior Research Fellow, Central Queensland University, Australia

“Flex-An App that Applies Associative Learning Theory with Gamification to Target Non-Conscious Physical Activity Behavioural Biases”

Most physical activity interventions provide compelling reasons to be active based on the premise that persuasion is the most effective way to change behaviour. However, evidence based on dual process models show that physical activity behaviour is more than just the translation of attitudes, values, or goals. The automatic urges people feel to approach or avoid certain actions are the result of automatic associations people hold in their procedural memory. For example, some people automatically associate the concept of *physical activity* with being *good* and therefore tend to approach opportunities to be physically active more often. FLEX is a unique mobile app-based physical activity intervention because it targets these automatic associations; thereby enhancing physical activity behaviour discretely. Along with this theory-based approach to changing behaviour, FLEX applies gamification to encourage high engagement and retention. Our pilot data suggests that FLEX can improve the way we target health behaviour promotion efforts.

Presented by:

TecHealth

Technology Center to Promote Healthy Lifestyles

A South Carolina SmartState Center at USC Arnold School of Public Health

Tech Tuesday Talks, is a free, monthly seminar series bringing together researchers from across the USC campus who share an interest in technology-assisted health promotion and disease prevention interventions and research. The series presents a forum to learn about one another's work, spark collaborations, as well as introduce students to the ongoing research conducted on the USC campus which incorporates technology in health promotion. All interested faculty, staff, students and the general public are invited to attend. Tech Tuesday Talks are presented on the fourth Tuesday of the month in Discovery I Building, Room 140 at noon. To learn more, visit <http://techealth.sc.edu/tech-tuesday-talks> or contact magradey@mailbox.sc.edu.