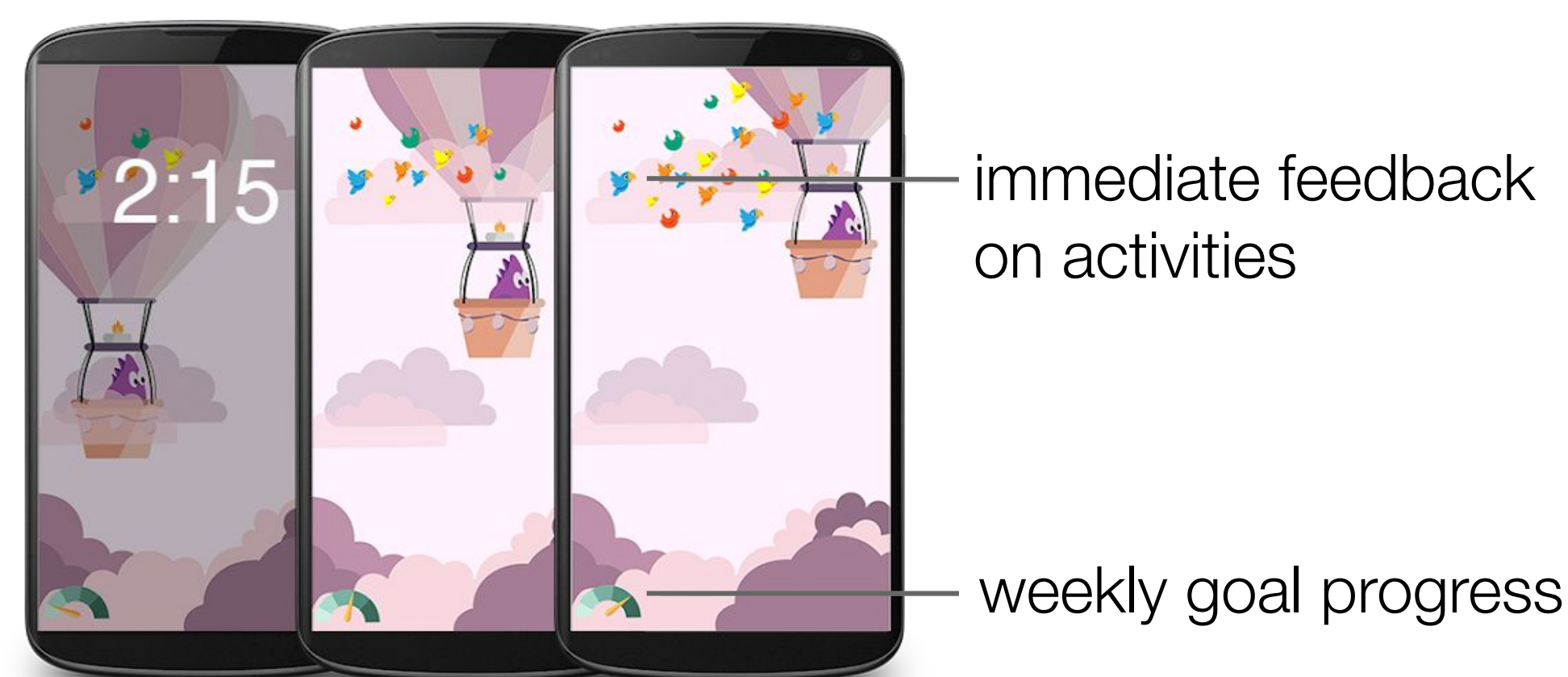


Motivation

Most existing fitness tracking apps use charts, graphs, and statistical reports that can be difficult to interpret and may be harmful to motivation.

Research Question

Can multiple chapter narratives drive long-term behavior change for physical activity?



Ambient display



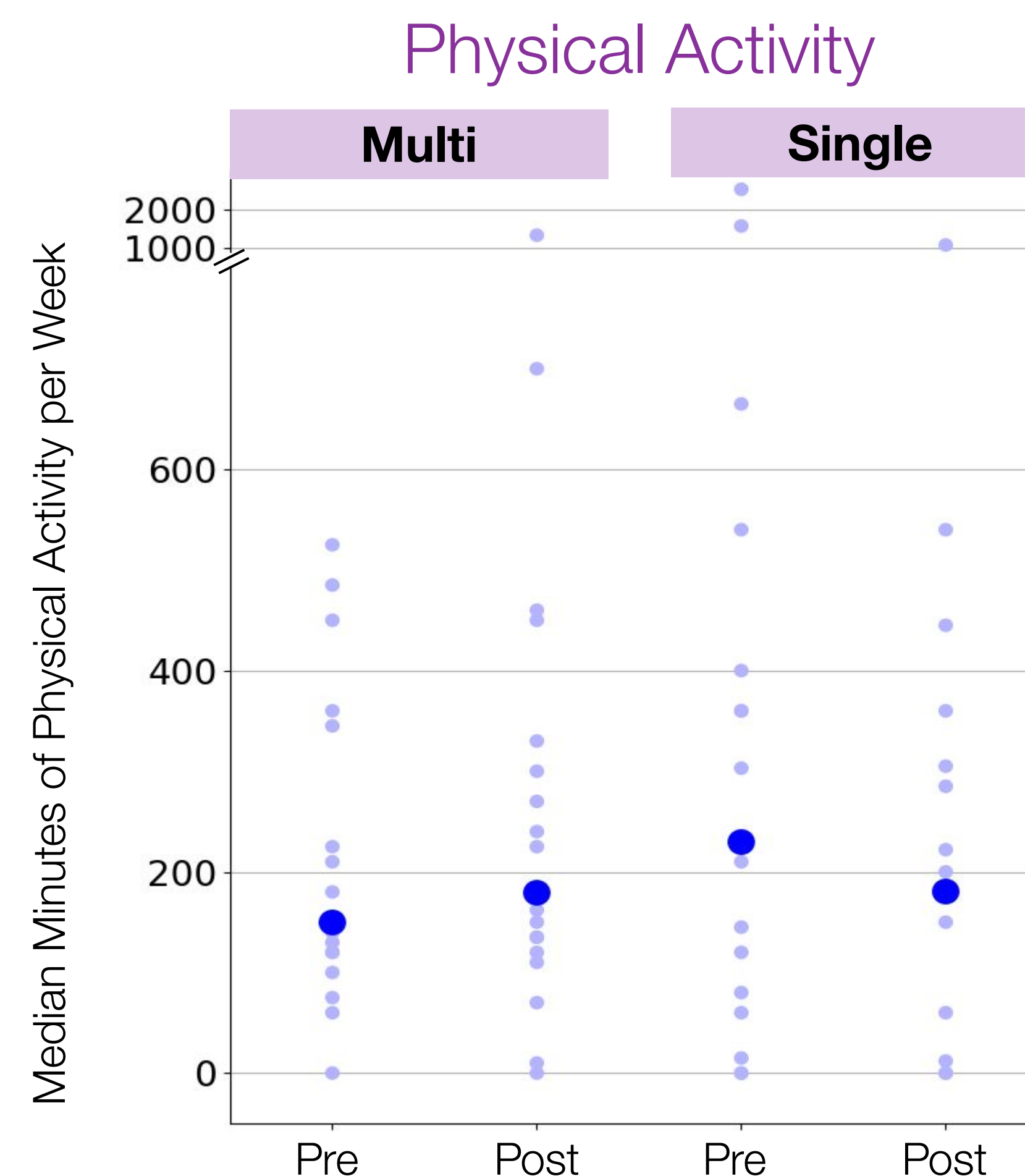
Opening scene each week for multi-chapter participants



Opening scene each week for single-chapter participants

Longitudinal Study Preliminary Findings

18 week study, 44 participants (23 multi-chapter narrative, 21 single-chapter narrative)
Preliminary findings based on first 36 participants offboarded (19 multi-chapter narrative, 17 single-chapter narrative)



The median self-reported minutes of moderate/vigorous exercise per week increased for multi-chapter participants, but decreased for single-chapter participants — **suggesting that multi-chapter narratives can drive long-term change for physical activity**

Narrative Engagement*

	% Higher for Multi-Chapter Participants
Empathy (ability to understand a character's emotional experience)	24.8%
Ease of Cognitive Access (ability to follow the story)	11.8%
Cognitive Perspective Taking (ability to locate oneself within the mental model of the story)	18.3%
Involvement (immersion in the story)	29.5%
Realism (perceptions of story logic)	4.9%

*Greater narrative engagement is associated with motivational effects

Multi-chapter participants reported greater mean narrative engagement in five key dimensions, when compared with single-chapter participants

Future Work

Quantitative analysis of participants' Google Fit data; qualitative analysis of participants' interviews
Compare participants' Google Fit data to WholsZuki data, to check if physical activity was properly recorded by the app

