



ABSTRACT SUBMISSION

Title: The YouTurn Program - Using Principles from Behavioral Economics and an Online Tool to Support Smoking Cessation

Abstract No. 0153

Title The YouTurn Program - Using Principles from Behavioral Economics and an Online Tool to Support Smoking Cessation

Abstract

Purpose: Health Information System Services (HISS) have the potential to improve well-being of employees, which in turn leads to a reduction of days of sickness absence and an increase in individual and organizational performance. However, low participation rates indicate a need to better understand incentives that motivate employees not only to join but also to stick to HISS-supported health promotion programs. Two concepts from behavioral economics, namely reinforcing value and delay discounting, may help to improve our understanding in this regard. Emanating from these concepts, the paper introduces YouTurn, an online smoking cessation program tailored to employees, where participants can bet real money on their success, but also lose money in case of failure. Results of a preliminary evaluation of the YouTurn program are presented.

Methods: An online survey with 249 employees was conducted to explore the willingness to participate in the program, the willingness to invest real money on cessation success, and the perceived risks related to losing the money in case of failure. Moreover, features and preferences with regard to the design of the YouTurn online tool were assessed.

Results: In general, employees who smoked showed a high willingness to participate in the program. They indicated that both monetary incentives as well as the risk to lose money were perceived as motivators, while a regression analysis revealed only monetary incentives to significantly impact willingness to participate. Employees willing to smoke indicated a high preference for smartphones as technological platform for YouTurn. Feedback on own earnings and progress throughout the program were rated as particularly important.

Conclusions: Results indicate that principles from behavioral economics and monetary incentives, as contemplated in the YouTurn program, may offer a valuable and unique way to support smoking cessation at the workplace.

Acknowledgement of Funding none

Learning Objective The participant shall be able to indicate (1) which target group evaluated the YouTurn intervention (2) which general concept drives YouTurn interventions, and (3) whether participants of the first empirical study were willing to participate in future YouTurn interventions.

Approval Confirm

Affiliations (1) Institute of Technology Management, University of St. Gallen, 9000 St. Gallen, Switzerland
(2) YouTurn, 8055 Zürich, Switzerland

Authors Flavius Kehr (1)
Matthias Frieden (2)
Tobias Kowatsch (1) Presenting

Registration Confirm

Categories Tobacco Use/Smoking Cessation

Country of Switzerland

Research**Presentation** Symposium**Biography** Tobias Kowatsch studied media and computer science at Hochschule Furtwangen University in Germany from 2000 to 2007. Since 2012, he also holds a master's degree in business informatics from Saarland University. Since 2007, Mr. Kowatsch participated in several technology-driven national and international research projects. He now leads the Health Information Systems Lab which is a joint initiative of the Institute of Technology Management at the University of St.Gallen and the Department of Management, Technology, and Economics at ETH Zurich in Switzerland.**Oxford Website** Yes**Permission - journal** Yes**Permission - presentation website** Yes**Member** No**Student** Yes**Discipline** Computer science and information systems research.**Data source** Dr. Severin Haug, ISGF, Zurich.

Contact us if you have a problem or wish to withdraw a submission: info@isrii.org