Self-monitoring and Social Influence

The management of two different sources of influence

Study ONE
Persuasive Technologies

Min 150

Ideal Heart Rate

Max 185

Ideal Heart Rate 160
Multiple Persuasive Systems

Self-monitoring

Deep Self-monitoring and LEading people through a process
- Goal & training settings

Social Support
Social Cooperation
Principle of Competition
Actual Work

1. How to design MPs

2. Effects and results from Short/Medium term tests

3. How to design for different topics: Exercise, Ecology, Health, etc.

4. Design and evaluation of prototypes
Questions

• How are people using self-monitoring technology?

• How are people interacting in online networks that are based on self-performance information?

• How do people perceive that these technologies support them to achieve their goals?
Self-monitoring

Influences work together?

are influences inconsistent between them?

Social influence
### Study Phase

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<th>Phase</th>
<th>Research Methods</th>
<th>Description</th>
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<td>Phase one</td>
<td>Artifact review</td>
<td>What kind of influence the System Generates</td>
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<td>Phase two</td>
<td>Diaries implementation</td>
<td>These participants will be invited to use a diary during one-week <em>prior</em> the interview.</td>
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<td>Phase tree</td>
<td>Semi structured interviews</td>
<td>Deep understanding of use of the system.</td>
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<td>Phase four</td>
<td>Online data collection</td>
<td>Observe how they socially interact in these systems.</td>
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3 steps coding process (Strauss and Corbin 1998)
Two main areas

I. Nature of the Activity

1. Nature of the Activity

II. System and the Activity

Multiple Persuasive Systems

Performance → Goal
1. Nature of the Activity

- Previous History
- Social offline

Context

Previous History

Reasons

Goal

Start

Performance

Goal

Goal
II. The System and the Activity

1. Persuasion via Human-computer interaction

2. Social Influence
   2.1 Social Influence supported by SNSs but constrained by the Persuasive System Design
   2.2 Persuasion Human-to-Human mediated by a SNSs
1. Persuasion via Human-computer interaction
1. Persuasion via Human-computer interaction

- Track
- Modify behavior during the activity
- Ensure the performance
- Store and
- Analyze self-performance
- Establish Goals
- Program Routines
- Confirm performance with programs
- Progress and evolution
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Filter

Influence ONE
- Personal Mood
- Injured or in shape
- Health issues

Influence TWO
- Social context
- Emotional context
- Work issues

Influence THREE
- Competitive or Not
1. Persuasion via Human-computer interaction

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Influence TWO

Influence THREE

Filter on the USER

Positive
- Regular
- Negative
1. Persuasion via Human-computer interaction

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**Filter**

**Influence ONE**
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**Influence TWO**

**Influence THREE**

**Influence on the USER**

**Reactions**

- NOT JUST on...
- Changing the Behavior
- Or
- Reaching the Goal...
- But also
- Understanding of the Behavior
- Decision Making process
- Development of self confidence
- Personal Mood that expands to the rest of the life of the User.

**NOT JUST on...**

**Influence ONE**

**Influence TWO**

**Influence THREE**

**Filter**

**Regular**

**Positive**

**Negative**
1. Yes, The MPs exerts multiple sources of influence

2. The Persuasive System can be designed with specific intentions, but the USER will condition how the influences will affect.

3. Persuasive Systems not just influence the behavior that is aimed to be modified, but also the rest of the life is affected.

4. The behavior and the system are merged (some times deeply) in the life of the USER
2. Social interaction in these SNSs

Basic structure of the Online System

User Public Profile

Self-performance information is displayed

Fans / followers

Groups

Shoutbox

Interaction With other users

MovesCount  
Free observation and interaction among users

Nike+  Lose it!

Interaction limited to the preferences of the User
2. Social interaction in these SNSs
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Active Interactions
- Join a Group
- Follow another User
- Like Button
- Post / comments
2. Social interaction in these SNSs

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Passive Interaction
- Just Observe The Group Dynamic
- Just Observe The Performance of another User
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Mutual influence
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Mutual influence

My data

Others data

Just consumption of Others data

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Mutual influence

Self-influence
2.1 Social interaction constrained by the system

System features designed to exert specific influence

- **Competition & Comparison**
  - Observation - Comparison - Evaluation - reaction

- **Social Support**
  - One member likes this

- **Normative influence**
  - 32 fans

Influence on the USER

- Positive
- Regular
- Negative

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2.2 Social interaction mediated by the system
I. Persuasion via Human-computer interaction

II. Social Influence is constrained by System Design

III. Persuasion Human-to-Human mediated by a SNSs
• How are people using self-monitoring technology?

• How are people interacting in online networks that are based on self-performance information?

• How do people perceive that these technologies support them to achieve their goals?

- Use of tracking systems during performance

- Use of online tools to analyze and understand the performance

- Direct / Active

- Indirect / Passive

- Effective / Success

- Issues in the System

- Fun

- Ensure proper performance

- Achieve the unexpected
In influences work together?

In all the cases it seems that energies are convergent

Are influences inconsistent between them?

Potentially yes.

Device tells you proper performance done

When comparing in Online group, self performance can be still below the normal standards of a group

Issue: Not comparing with the ideal level of performance
To explore

Bipolar
Thank you / Gracias