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8-10-2023

### From Bad Habit to Good Habit. How can lifestyle apps become more effective?

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#### Recommended Citation

Spil, Ton, "From Bad Habit to Good Habit. How can lifestyle apps become more effective?" (2023). *AMCIS 2023 TREOs*. 13.

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# From Bad Habit to Good Habit. How to make lifestyle apps more effective?

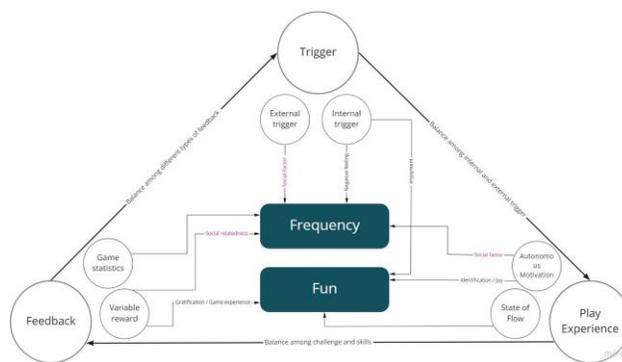
TREO Talk Paper

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Unhealthy habits such as bad diet, lack of physical activity, smoking, excessive drinking, insufficient sleep are causing enormous health issues and death. This is while changing a new habit is not that simple. Current studies are getting advantage of serious gaming power to create behavioral change. Fogg (2002) defines persuasive technology as the technology with the goal of developing a change in people's attitudes and behavior. The current study is suggesting how to build a lifestyle app to empower healthy habits, that is also engaging for its players. For this goal, 12 interviews with players aged 20-30 and 3 interviews with experts had been done.



**Figure 1. Fun and Frequency within the Hooked persuasive framework**

Through the study, all the participants mentioned that fun/enjoyment is an inevitable part of any type of game. On the other hand, to form a new habit frequency is needed. This is while the notion of habits as a new factor can greatly influence the persuasive game's lasting success (Spil et al., 2021). Based on the interviews' results and patterns, this study proposes a new framework, the Hooked persuasive framework (Eyal & Hoover, 2019), that has Fun and Frequency as its core elements to build an engaging habit-forming persuasive video game with an indirect strategy. Additionally, the study indicates that balance among different stages of the framework is crucial as well as consideration regarding the target audience.

## References

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