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November 2022

Applying behavioural economics for more sustainable physical activity incentives: A 12-week pilot feasibility trial in Leeds, UK

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Citation of this paper:

Salmani, Babac, "Applying behavioural economics for more sustainable physical activity incentives: A 12-week pilot feasibility trial in Leeds, UK" (2022). *Inspiring Minds – A Digital Collection of Western's Graduate Research, Scholarship and Creative Activity*. 377.

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Financial incentives have successfully been implemented in interventions to increase rates of PA but evidence for incentive design for sustained behavior change is limited (Andrade et al., 2014). This 12-week study aims to test a sustainable incentive-based physical activity app program designed to drive incentive costs down. Participants will be able to earn incentives in the form of loyalty points when they reach their daily step goals set by the intervention app. Over the course of the 12-week study period, users will be rewarded for reaching their step goals through three different incentive programs in 30 day intervals: Month 1 (users will earn daily rewards of 3¢ per day upon achieving personalized daily step goal); Month 2 (users will earn weekly rewards (25¢ per week goal met 5+ times); Month 3 (users will earn team-based rewards (35¢ per week if 10+ goals are reached collaboratively with another user).