

Integrating motivational techniques in gamification systems for behaviour change

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Preventive Care Infrastructure based On Ubiquitous Sensing

Our Goal

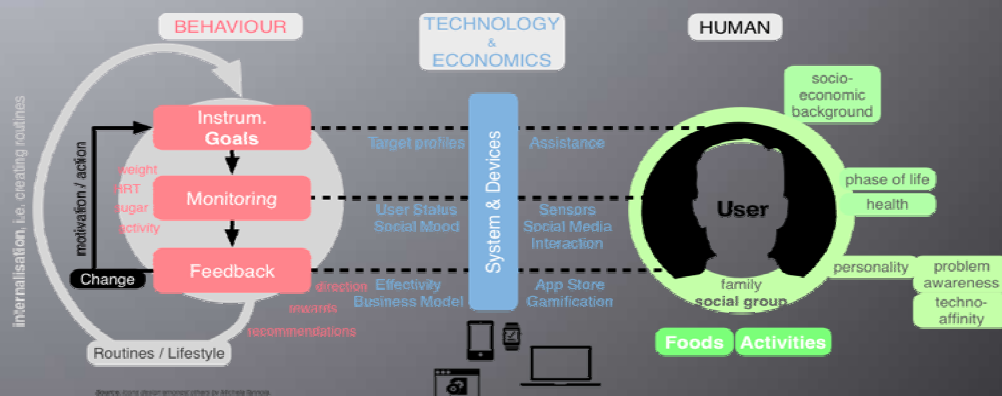
Increasing motivation via the concepts of gamification & motivational interviewing



OVERALL DESCRIPTION

PRECIOUS will develop a preventive healthcare system comprised of three components:

- 1) transparent sensors to monitor health indicators; especially food intake, physical activity, sleep and stress;
- 2) representation of the user by virtual individual models, which infer health risks and suggest behavioural changes;
- 3) use of gamification and **motivational interviewing (MI)** principles to change user habits towards healthier behaviours



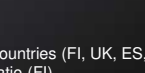
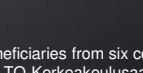
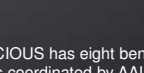
MI PRINCIPLES ADAPTED INTO A GAMIFICATION SYSTEM

Computer games and MI share the ability to place the individual at the centre of the action. The 4 basic processes of MI to be implemented into a gamified system are: 1) **engaging**, 2) establishing personalized goals (**focusing**), 3) **evoking** the own user resources (self-control & mastery) and 4) **planning** specific step-by-step actions.

KEY POINTS

MI implemented in PRECIOUS system will:

1. Evoke **intrinsic motivation** by fostering autonomy, self-confidence and curiosity in the user
2. Provide **instant tailored feedback** and allow **social relatedness**
3. Offer a balanced combination of **unexpected rewards**, **praise on effort** and **fun** that will actuate all along the whole user experience



PRECIOUS has eight beneficiaries from six countries (FI, UK, ES, AT, FR, BE) and is coordinated by AALTO-Korkeakoulusaatio (FI).

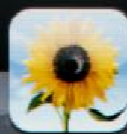
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