Conference Poster

Ally: A Smartphone-based Physical Activity Intervention

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**Ally: A Smartphone-based Physical Activity Intervention**

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1. **Background**

No behavior has an impact on human health as great as physical activity (PA). We therefore developed Ally, a smartphone-based 6-week PA intervention. Ally seeks to exploit the ubiquity and sensing capabilities of mobile phones to adapt the provision of PA interventions to the context of the user.

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2. **Research Questions**

(1) What are effective components of Ally, a mHealth physical activity intervention?

(2) Can mobile sensor data predict opportune moments for interventions?

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3. **JITAI Framework**

JITAI stands for Just-in-time adaptive Interventions (NAH16).

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4. **Ally Field Study**

We conduct a longitudinal factorial experiment to test intervention components and collect a variety of sensor data.

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5. **Recruitment Process**

- Invitations sent to N = 30,000 CSS customers
- n = 749 (2.5%) clicked the invitation link
- n = 311 (42%) completed T1 survey
- n = 273 (88%) registered in the Ally system
- n = 191 gave reasons for not participating
- n = 55 not eligible
- n = 321 declined to participate
- n = 62 dropped out
- n = 273 (68%) gave reasons for not participating

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References
