

Reaching the finish line: Analysis of the differences between active participants and drop-outs in a behaviour change intervention

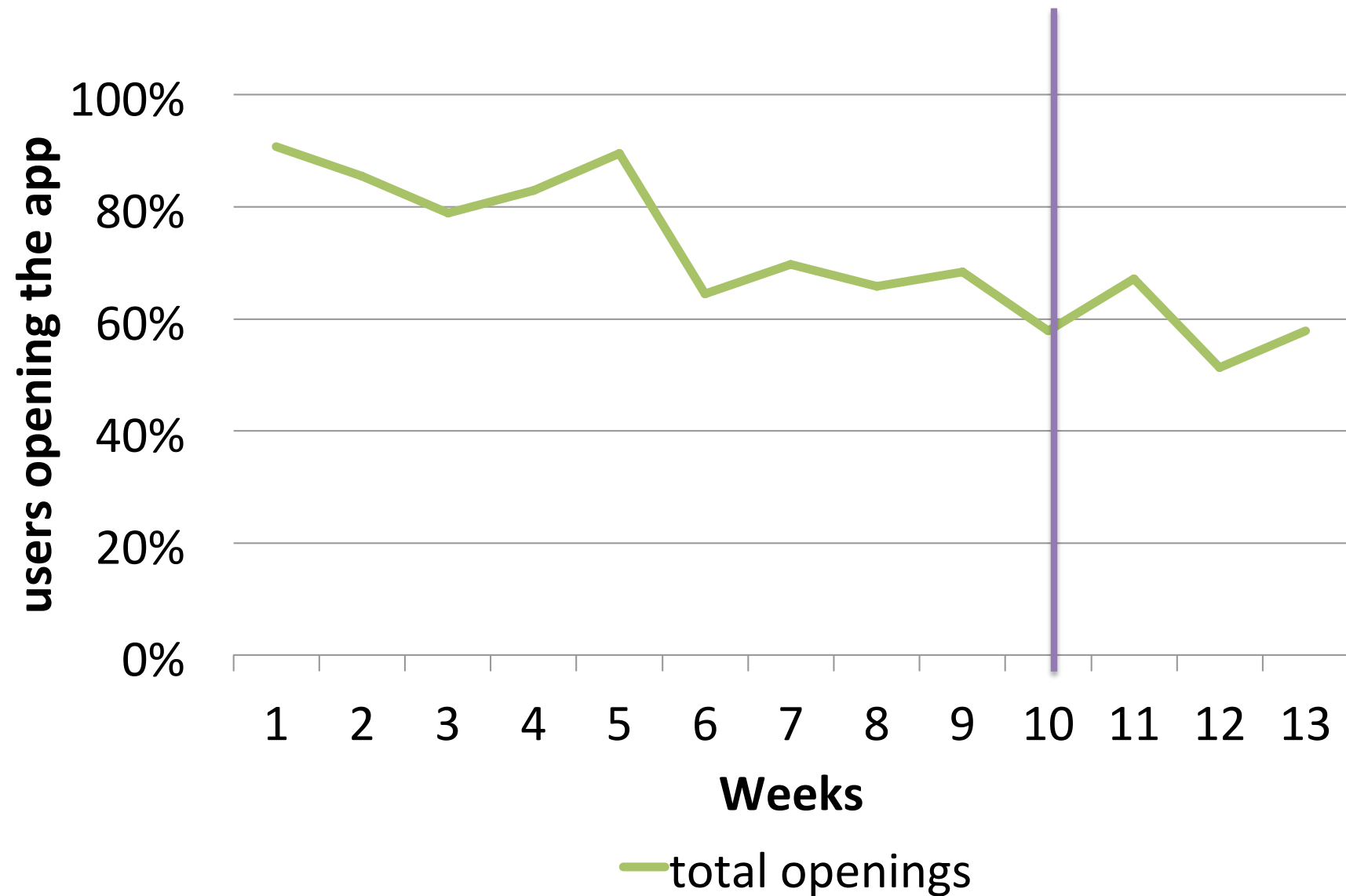
Devon Wemyss et al.

wemy@zhaw.ch

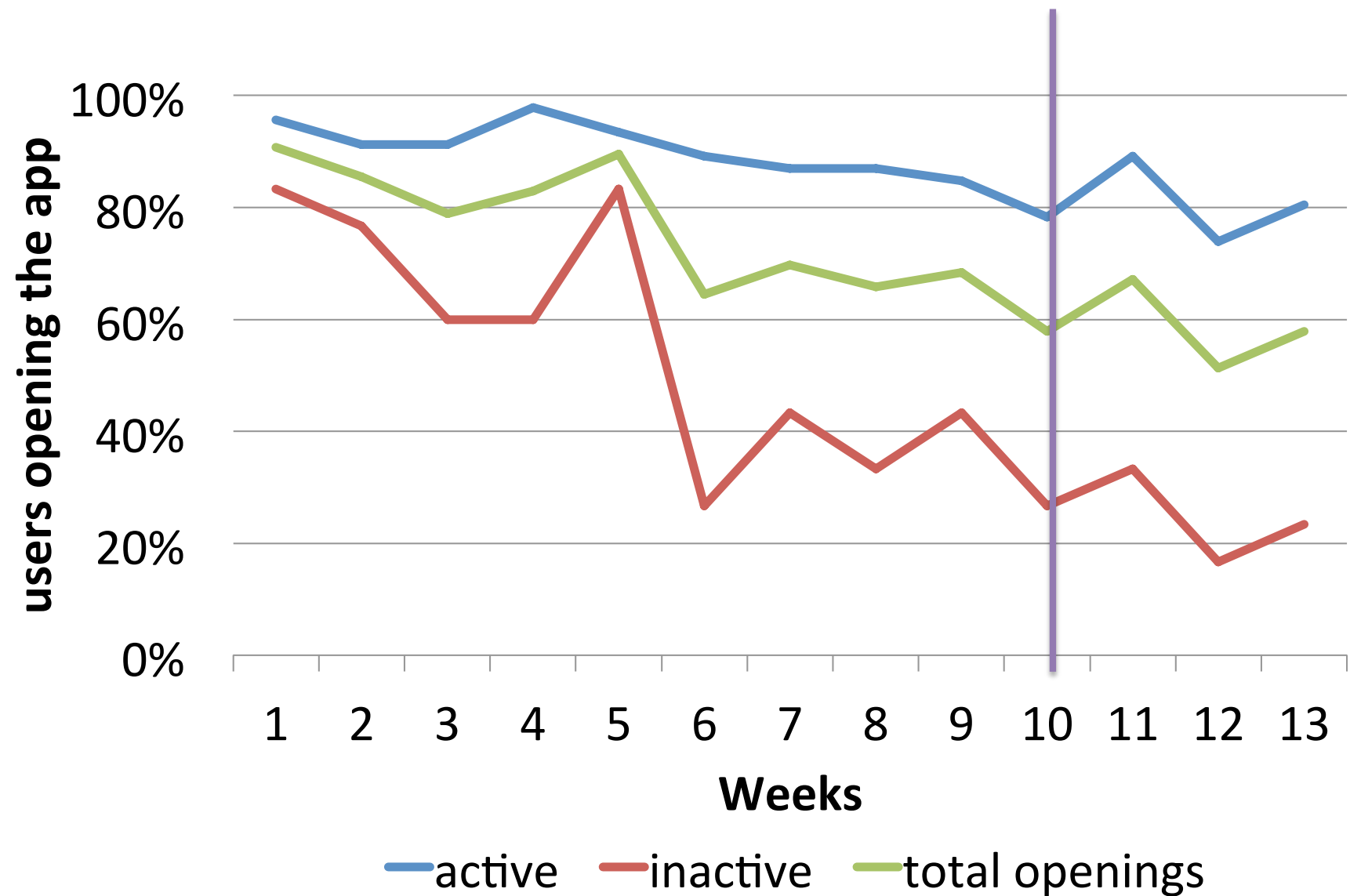
ZHAW Zurich University of Applied Sciences, Switzerland

eccee 2017 Summer Study on energy efficiency
May 29 – June 3, 2017

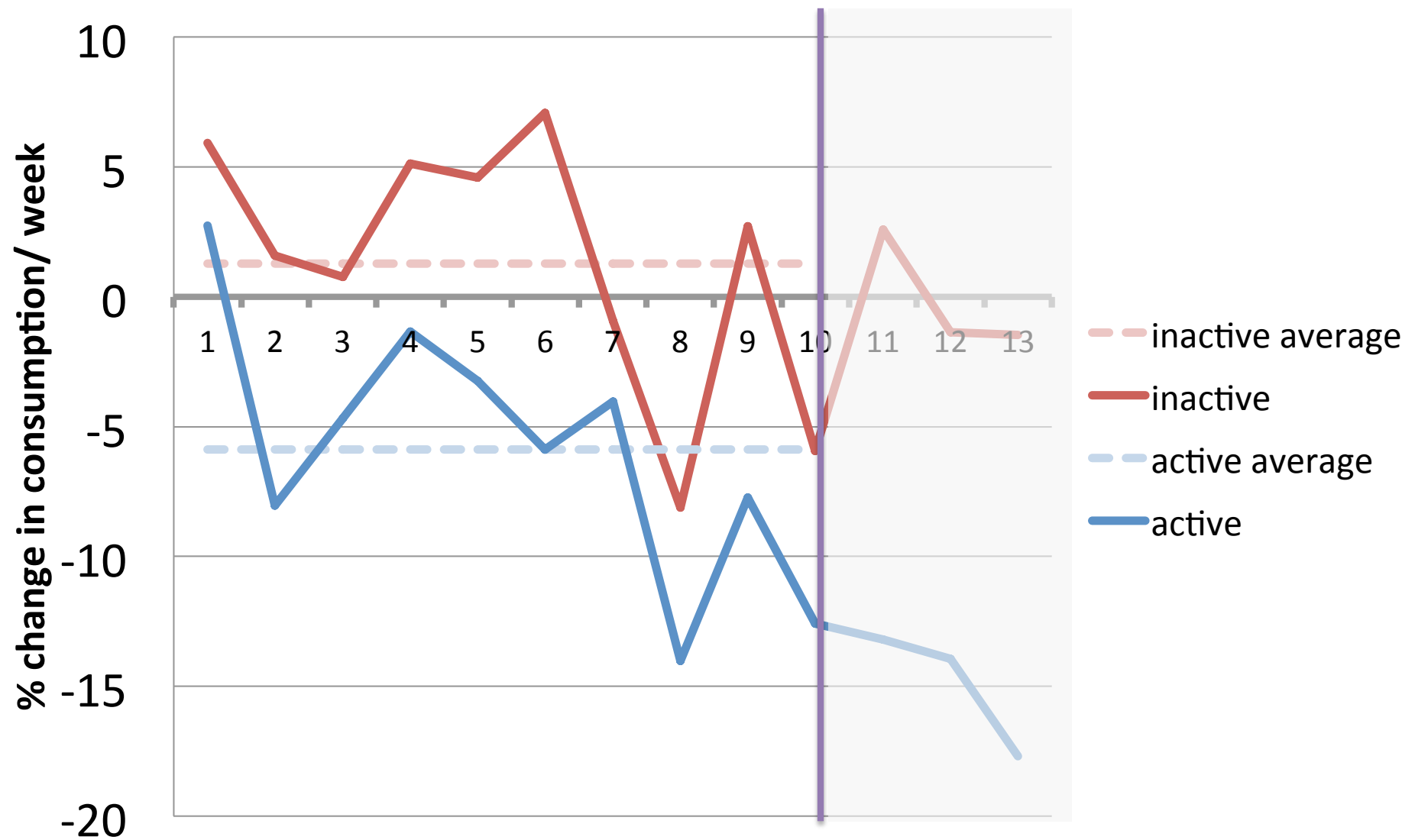
Falling out of the race



Very different racers



But if they stay in...



INTERVENTION



Household engagement



Feedback+ (Sabadie, 2014)

Practices (Burchell, Roberta, & Rettie, 2013)

Group effects (Fischer, 2008)

Gamification (Deterding, Dixon, Khaled, & Nacke, 2011)

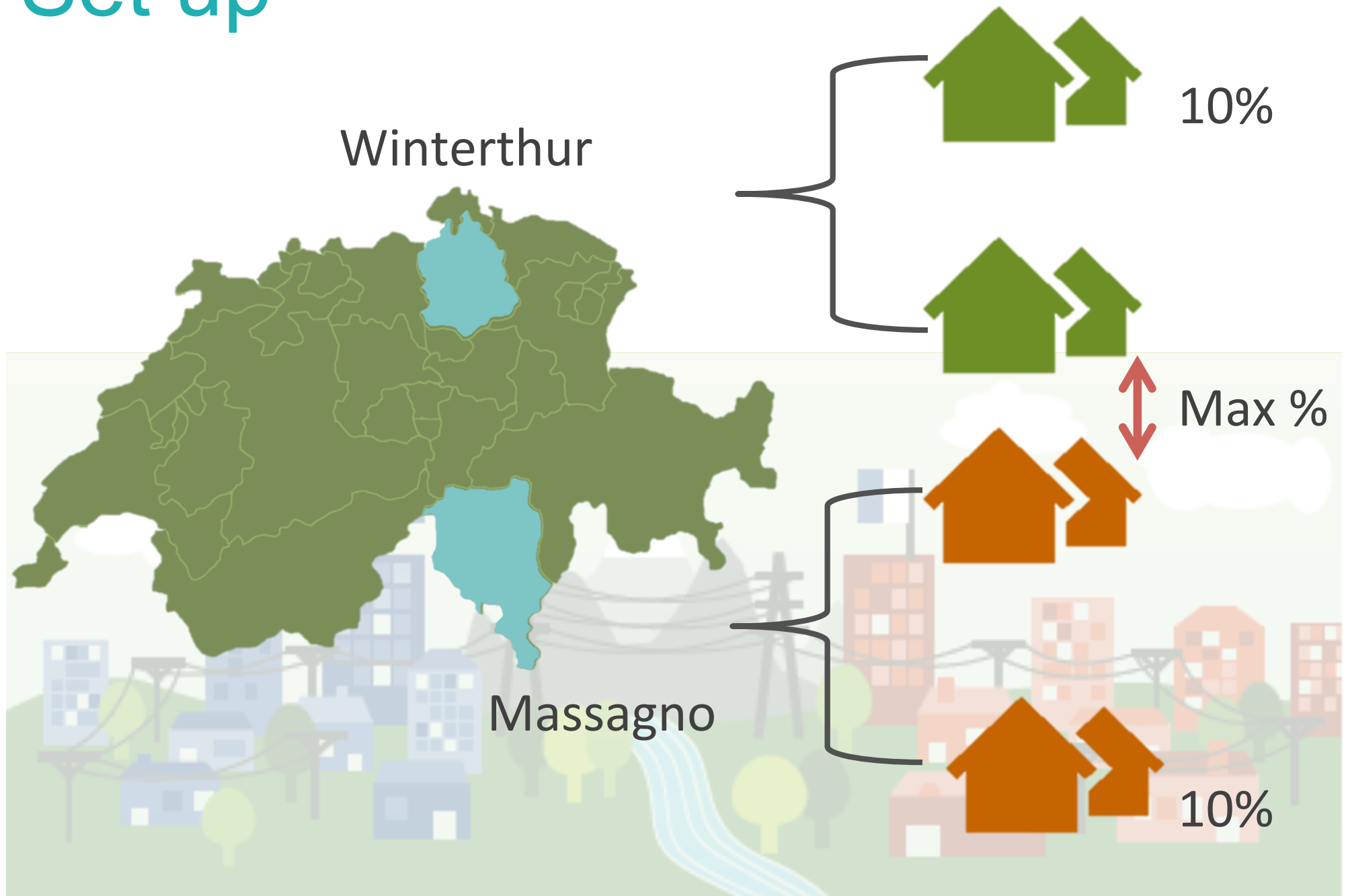
Competition (Scales et al., 2016)

Goal setting (McCalley & Midden, 2002)

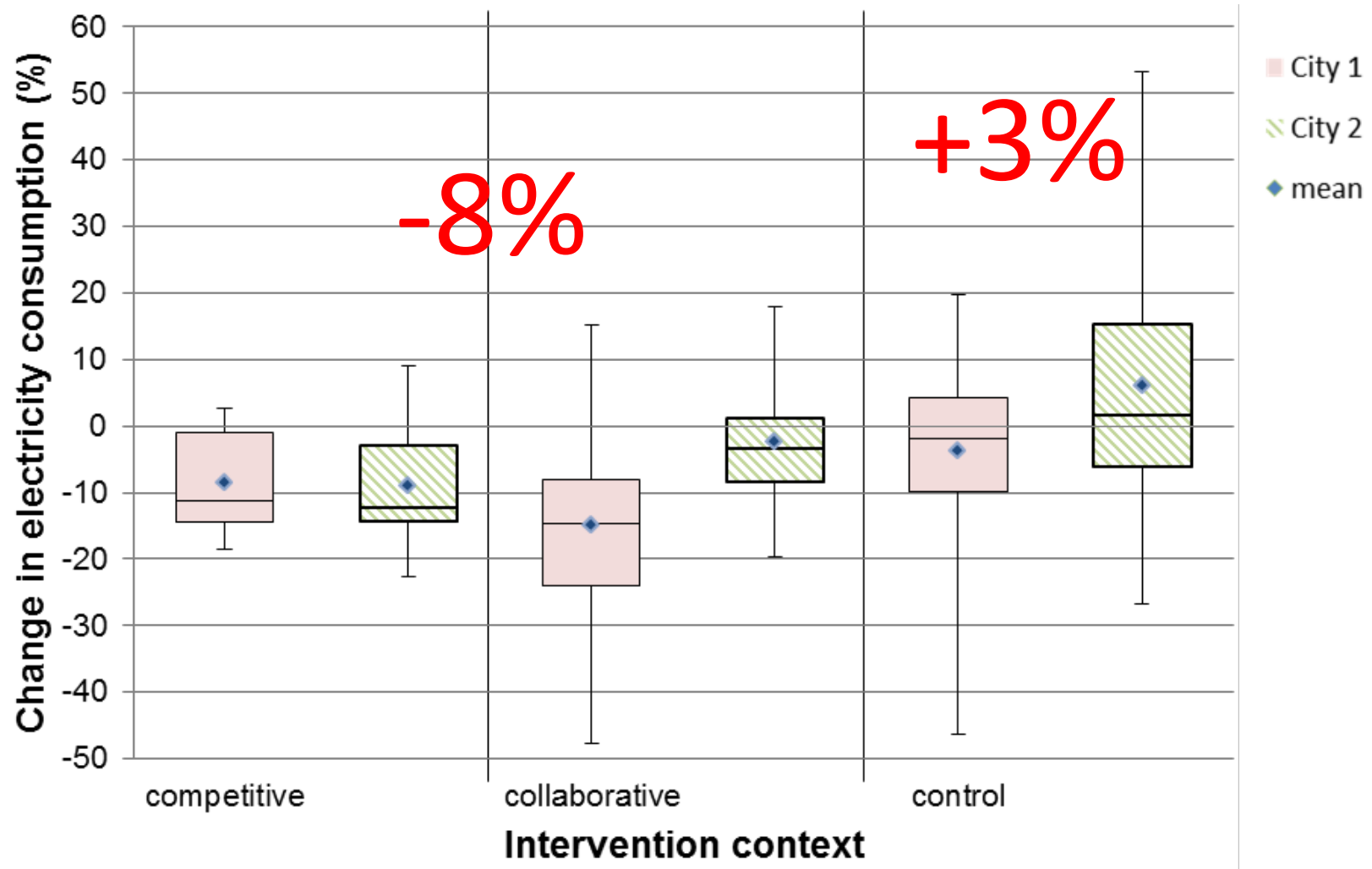
Interaction (Breukers et al., 2013)

Social setting (Kurz et al., 2015)

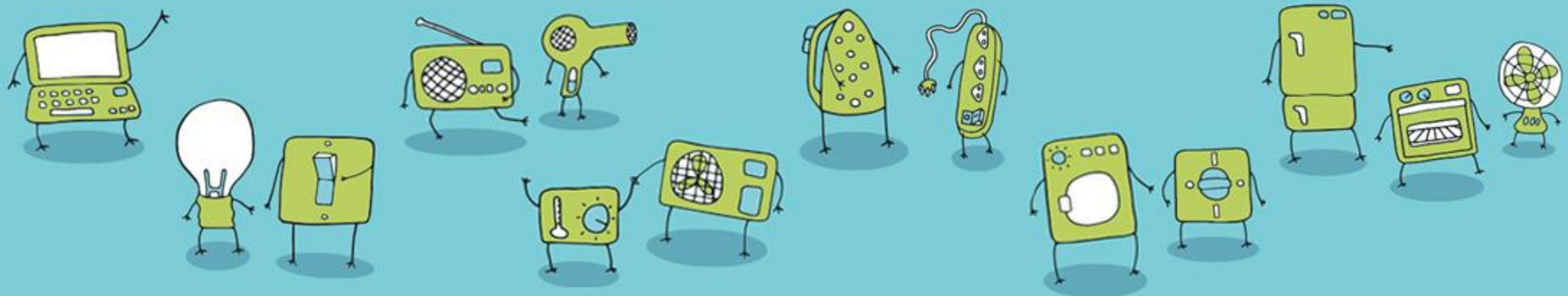
Set up



Savings

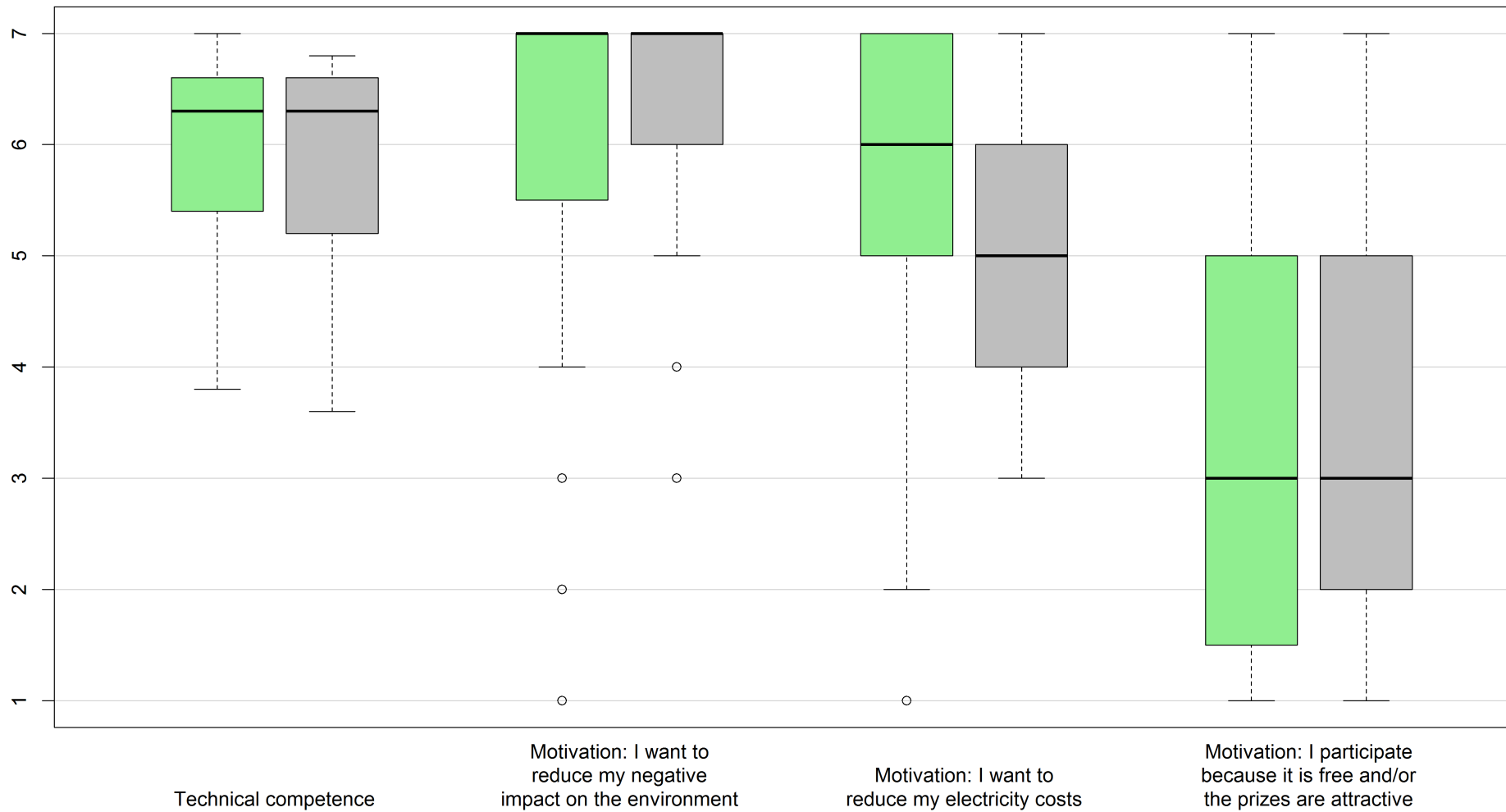


DROP OUTS



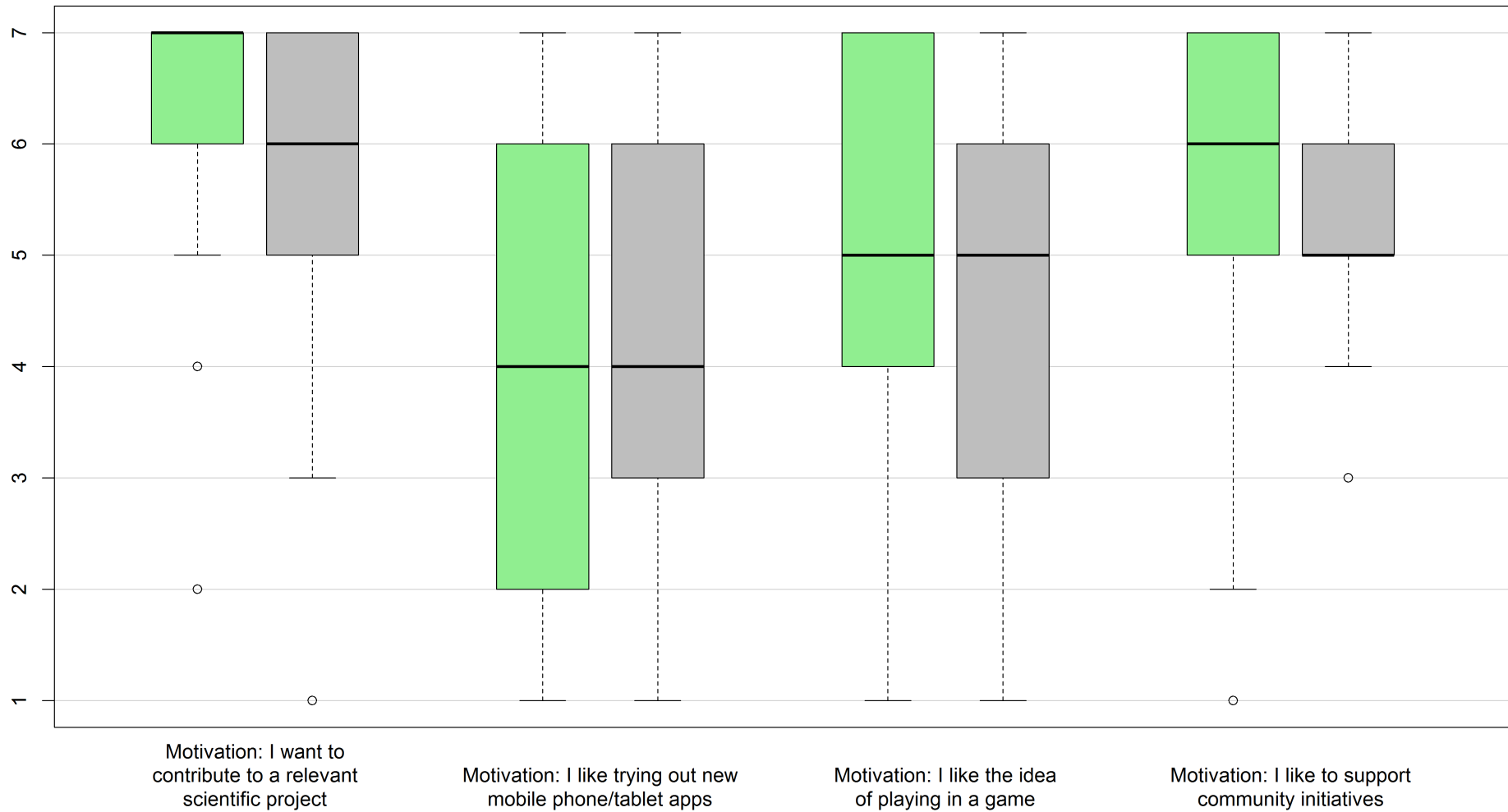
Were they different? (I)

active
inactive

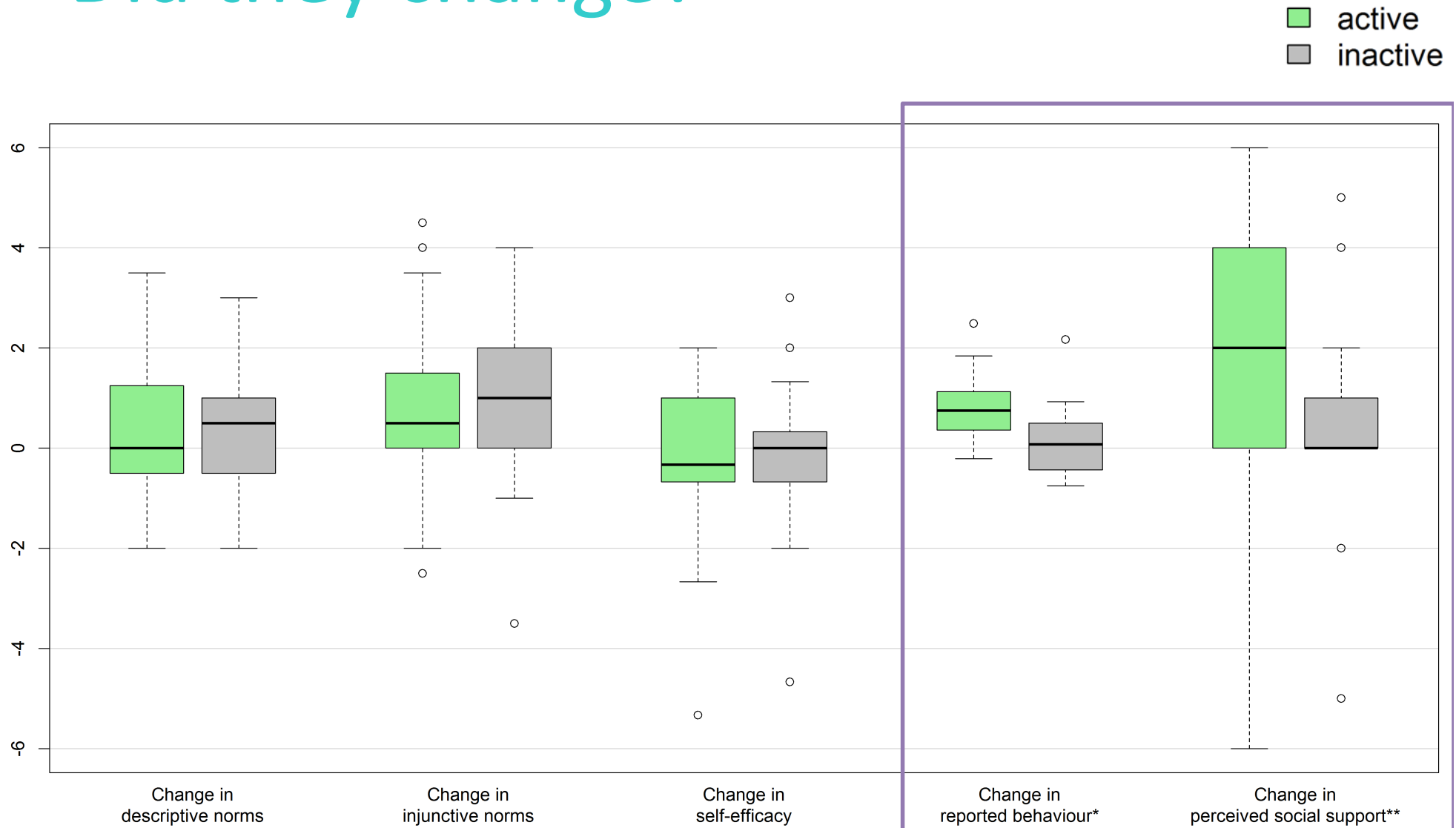


Were they different? (II)

active
inactive



Did they change?



* $p < .05$; ** $p < .001$

Impacts

- Perceived social support
 - Is the need a chicken or an egg?
 - Team vs. Information vs. Virtual
- **Team-** Start with real-life communities
- **Information-** Multi-pronged approach, tips, challenges, existing communication channels
- **Virtual-** Involve participants earlier in design, capture interest during recruitment, trigger them when they lapse in activity

