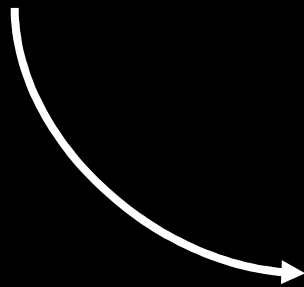


A photograph of a silver laptop open on a dark, wrinkled fabric surface, likely a bed. To the left of the laptop is a crumpled yellow bag. The laptop screen displays a webpage with text and a blue button. The overall scene is dimly lit, with the laptop screen providing the primary light source.

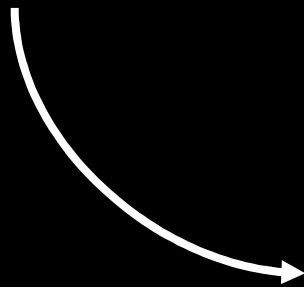
**COMFORT.
WHAT'S BEHAVIOUR GOT TO DO WITH IT?**

Elsbeth de Korte

This is Tim



This is me



DEFINITIONS

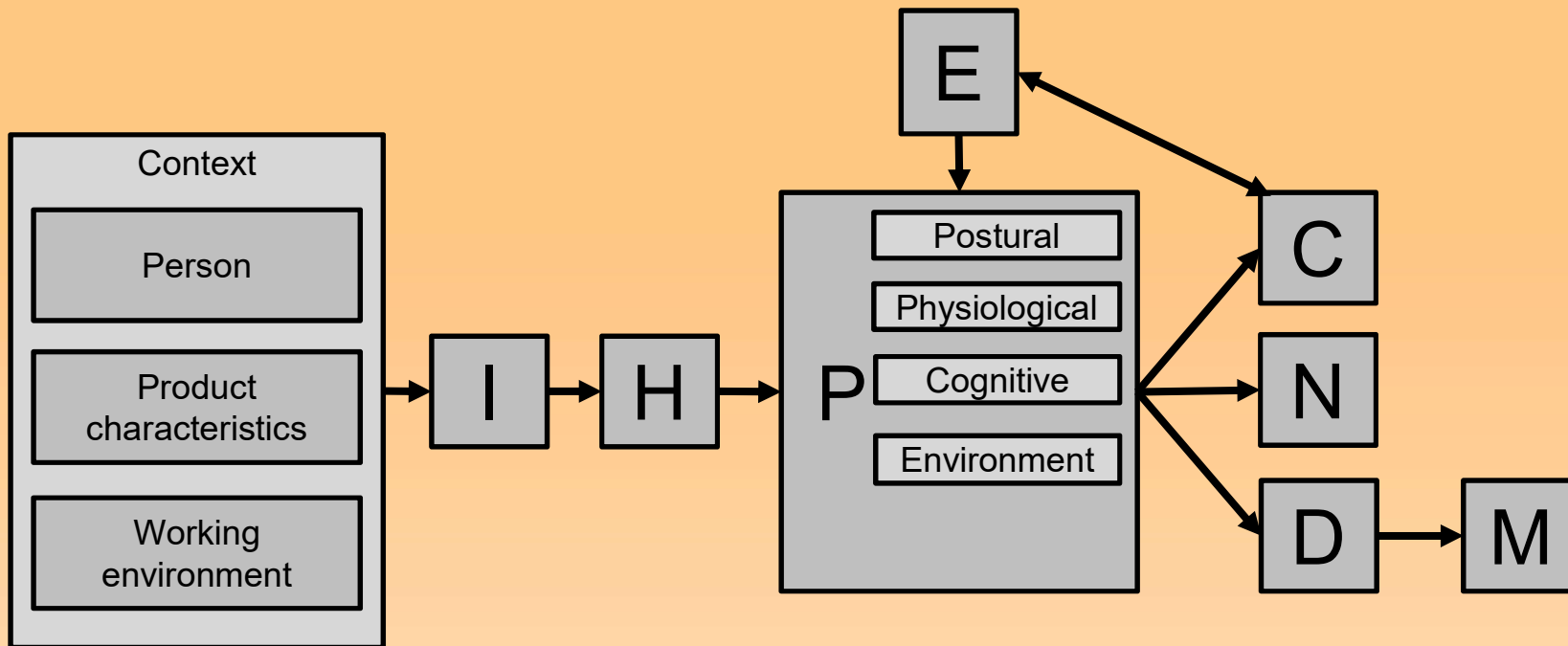
RESEARCH CHALLENGES

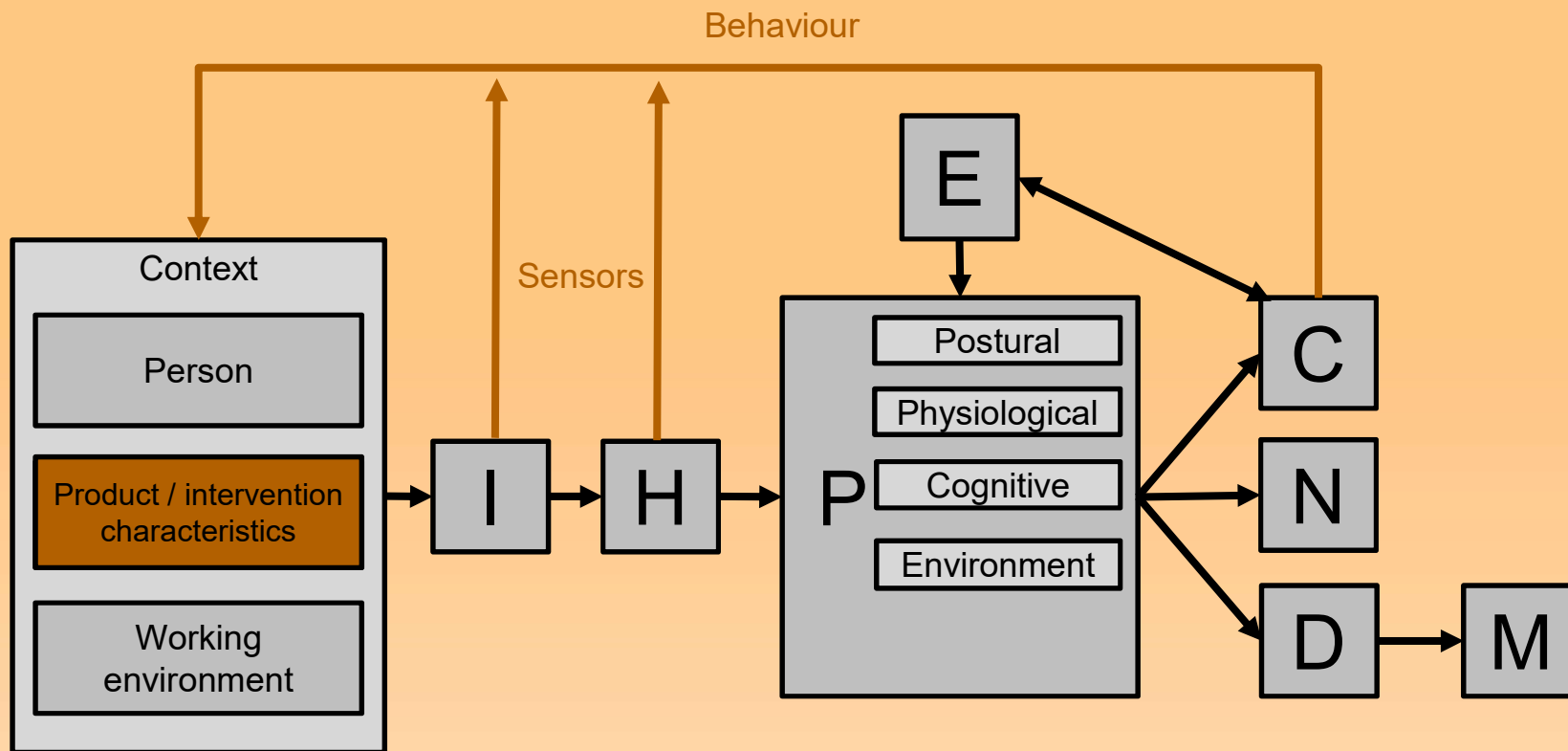
SOME EXAMPLES

CONCLUSION

PERSUASIVE TECHNOLOGY IS BEING DEVELOPED TO CHANGE ATTITUDES OR BEHAVIORS OF USERS THROUGH PERSUASION AND SOCIAL INFLUENCE.

› **IN ADDITION TO MONITORING OR (SELF)TRACKING, PERSUASIVE TECHNOLOGY USES AN INFLUENCING ALGORITHM AND ACTUATORS TO PROVIDE ACTIVE FEEDBACK TO THE USER.**





DEFINITIONS

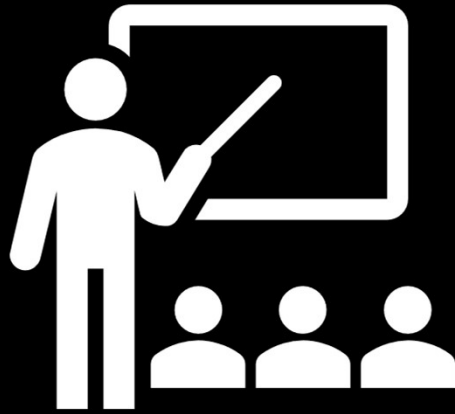
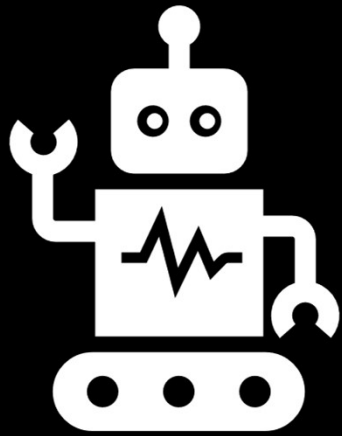
RESEARCH CHALLENGES

SOME EXAMPLES

CONCLUSION

Technology

Change



Mentally

Physically





Accessible



24/7

**sustainable
employability
shift workers**

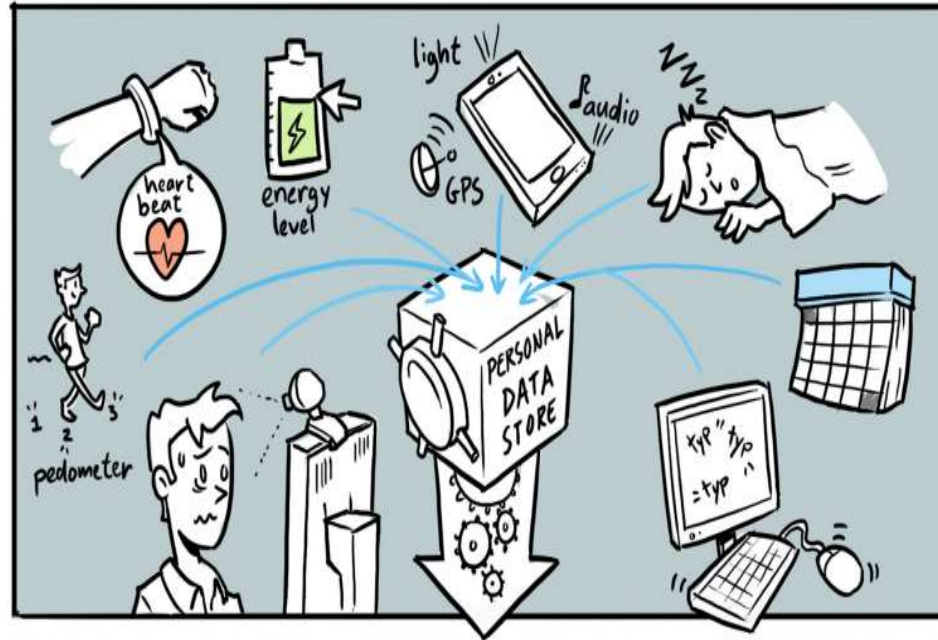


A photograph of a bar interior. The central focus is a brick wall with a glowing red neon sign that reads "today was a good day" in a cursive font. The sign is flanked by two vertical wooden beams. To the left and right are dark shelves with various bottles of alcohol. Below the brick wall is a bar counter with several beer taps. The overall lighting is dim, with the neon sign providing a warm glow.

*today
was a
good day*

WORKERS'

VITALITY



ALGORITHM AUTONOMY COMPLIANCE



DEFINITIONS

RESEARCH CHALLENGES

SOME EXAMPLES

CONCLUSION

A photograph showing a person's right hand using a computer mouse. The mouse is on a black mousepad. The entire image has a semi-transparent red overlay. The text "EXAMPLE 1." is written in large, white, bold, sans-serif font across the middle of the image.

EXAMPLE 1.

A photograph of a hand using a computer mouse, overlaid with a semi-transparent red filter. The image is used as a background for a flowchart. The flowchart consists of four text boxes connected by downward-pointing arrows. The text is in a bold, white, sans-serif font. The background image shows a hand holding a mouse, with various cables and a keyboard visible in the background.

MOUSE USE



**SUSTAINED MUSCLE TENSION
FEWER BREAKS**



DISCOMFORT

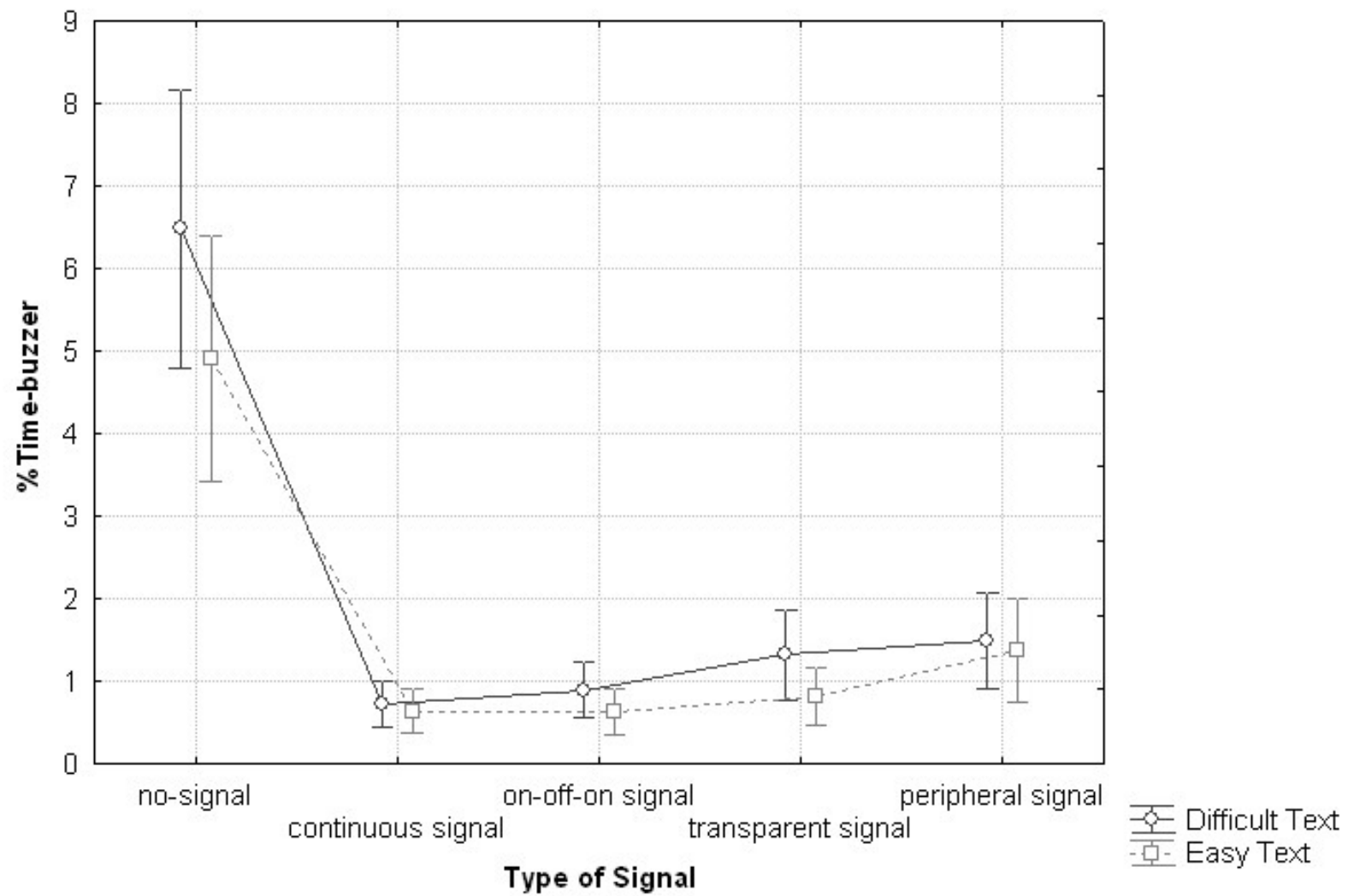


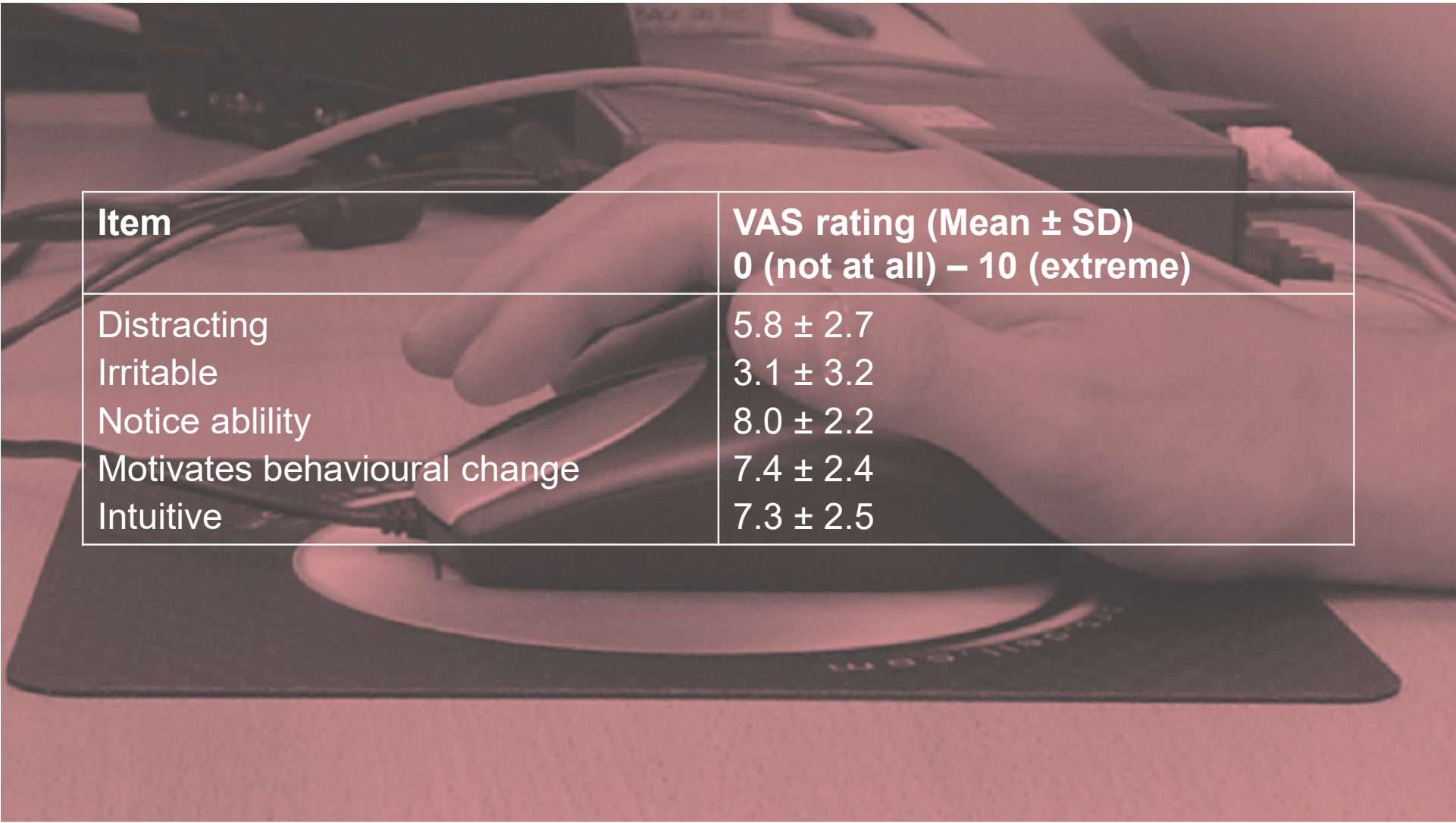
MUSCULOSKELETAL COMPLAINTS



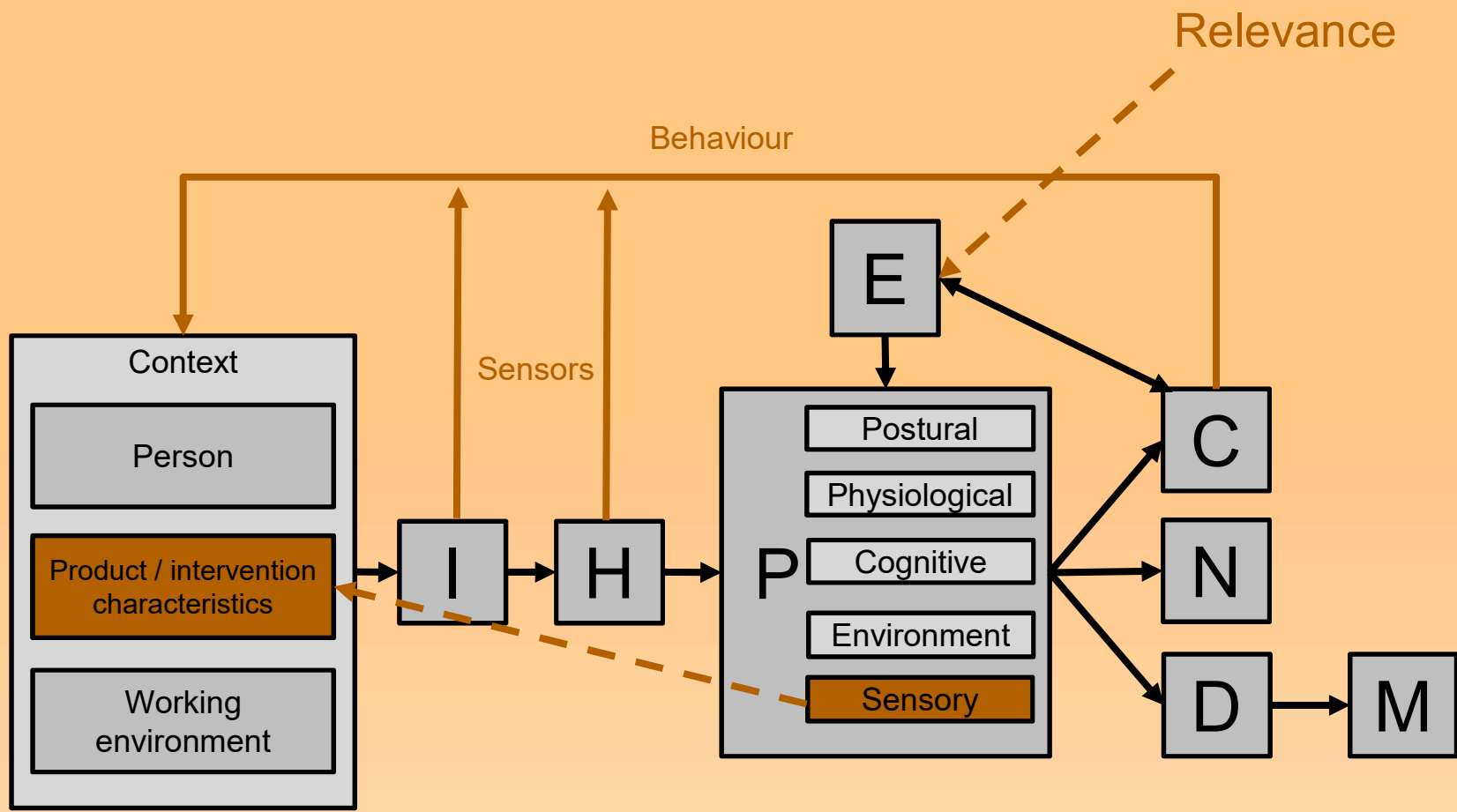








Item	VAS rating (Mean ± SD) 0 (not at all) – 10 (extreme)
Distracting	5.8 ± 2.7
Irritable	3.1 ± 3.2
Notice ability	8.0 ± 2.2
Motivates behavioural change	7.4 ± 2.4
Intuitive	7.3 ± 2.5





EXAMPLE 2.

SHORT TERM:

- DISRUPTION OF THE BIOLOGICAL CLOCK**
- SLEEP DEPRIVATION**
- FATIGUE**
- REDUCED ALERTNESS**
- RISK OF ERRORS**

LONG TERM:

- CARDIOVASCULAR DISEASES**
- METABOLIC PROBLEMS**
- OVERWEIGHT**
- REDUCED COGNITIVE FUNCTIONING**
- CERTAIN TYPES OF CANCER**

FURTHER:

- DISTURBED WORK-LIFE BALANCE**



THE APP



How did you sleep today?



Relevance 

System performance 

Working context 

Data privacy 

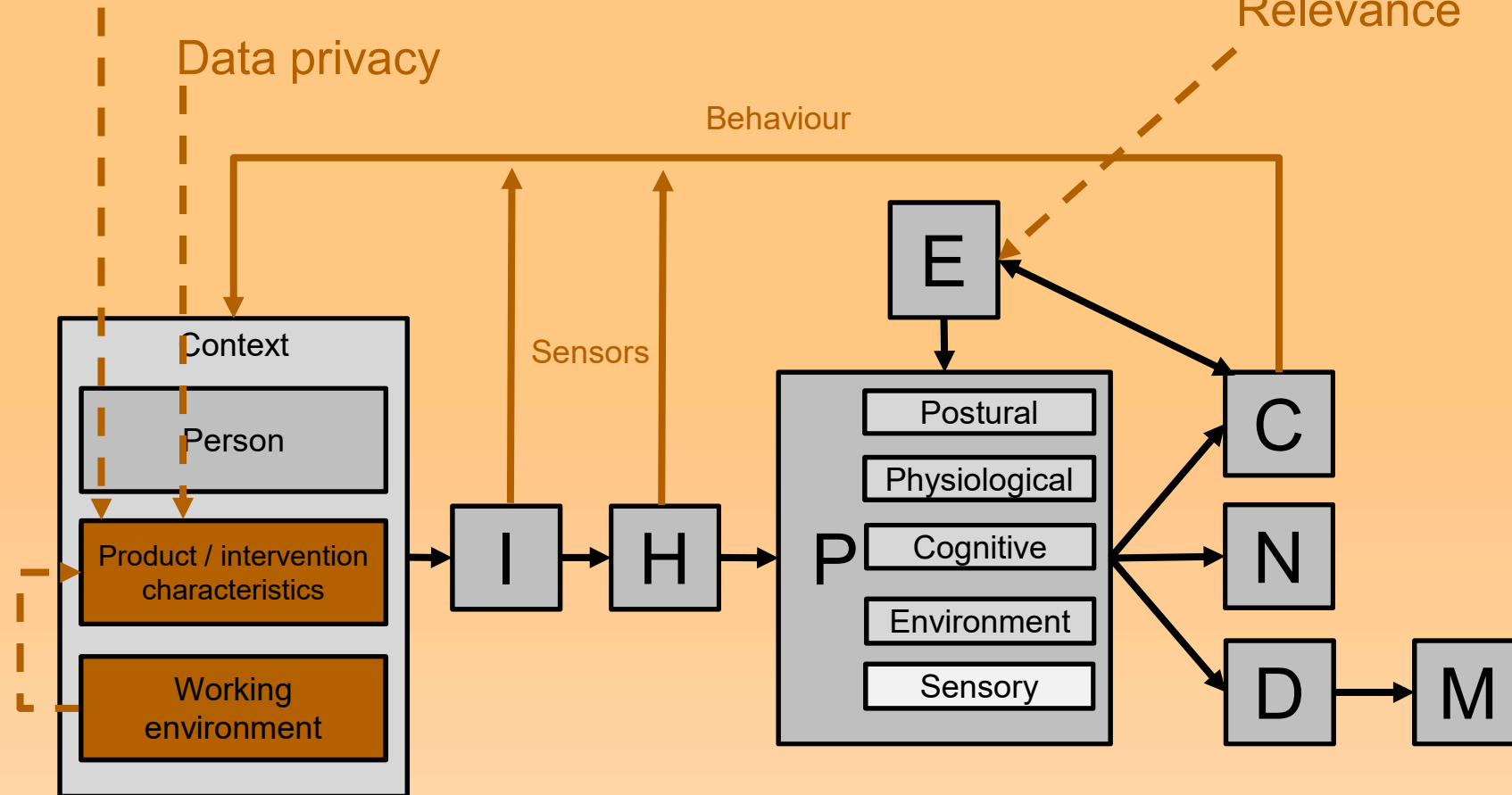


System performance

Data privacy

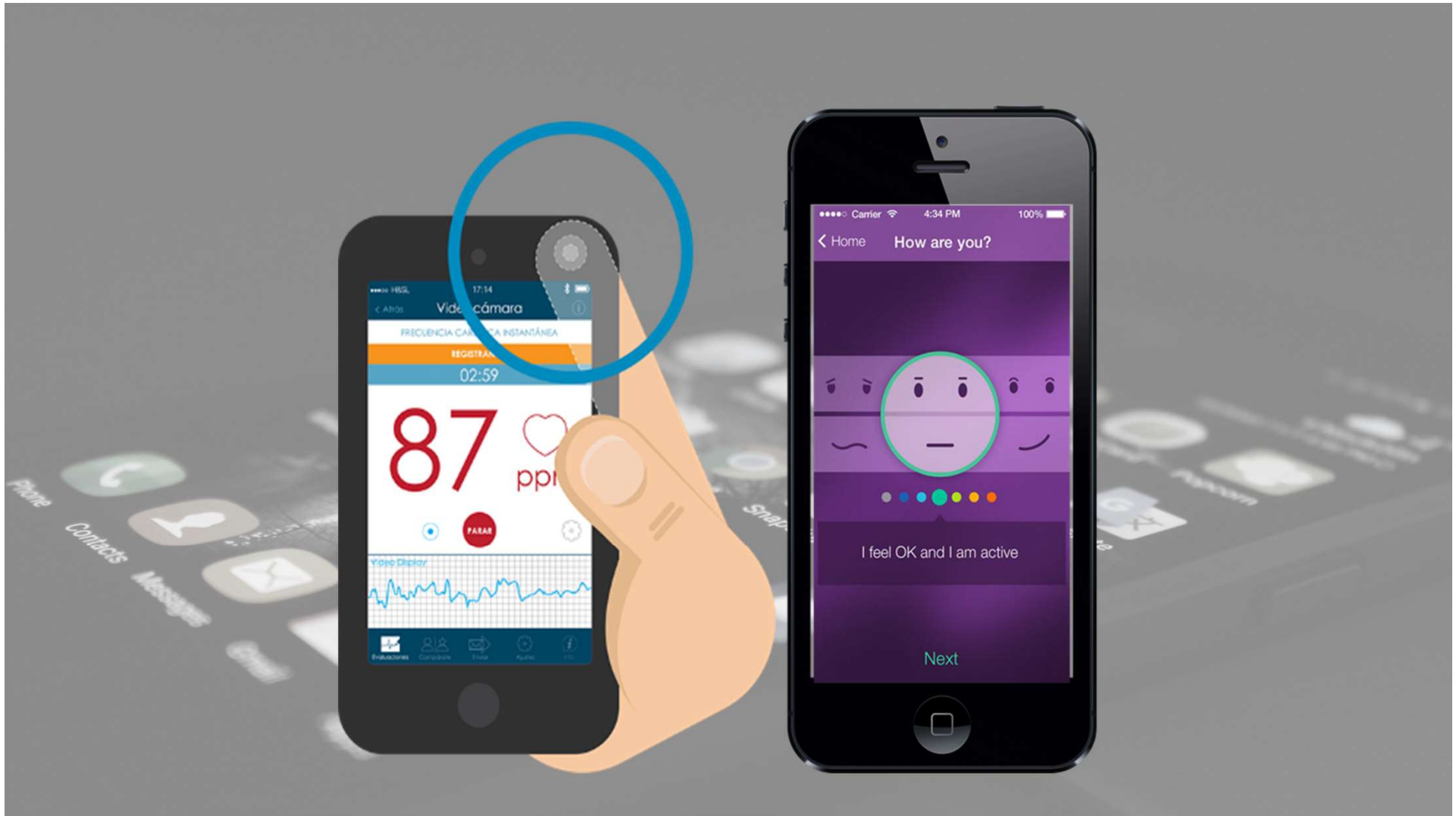
Relevance

Behaviour

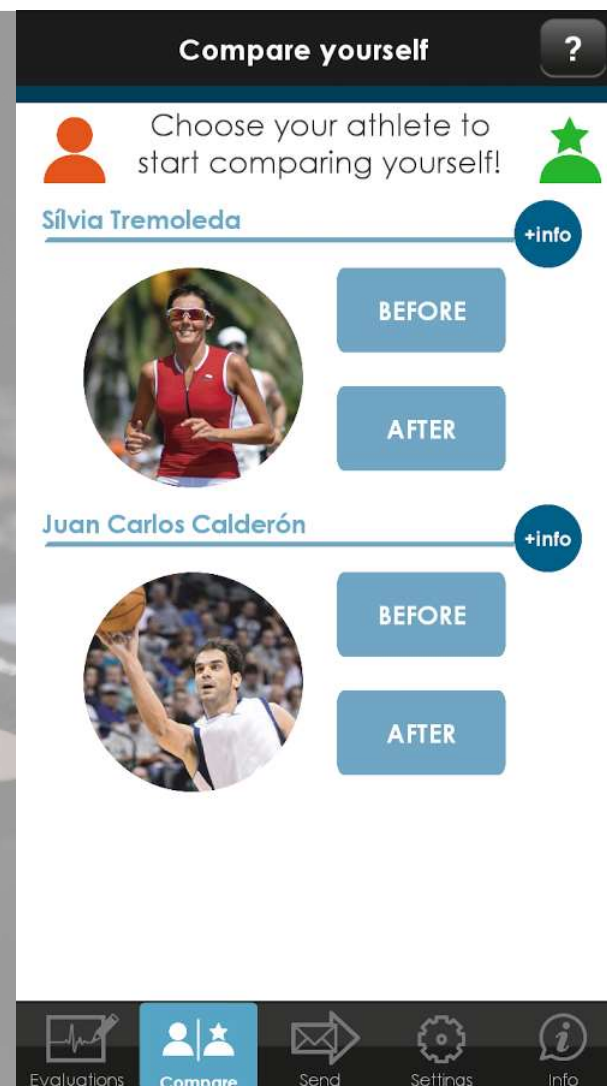


EXAMPLE 3.





PROVIDE OPPORTUNITIES FOR SOCIAL COMPARISON



PROVIDE FEEDBACK ON PERFORMANCE



PROMPT PRACTISE

You have been sitting
for 45 minutes.

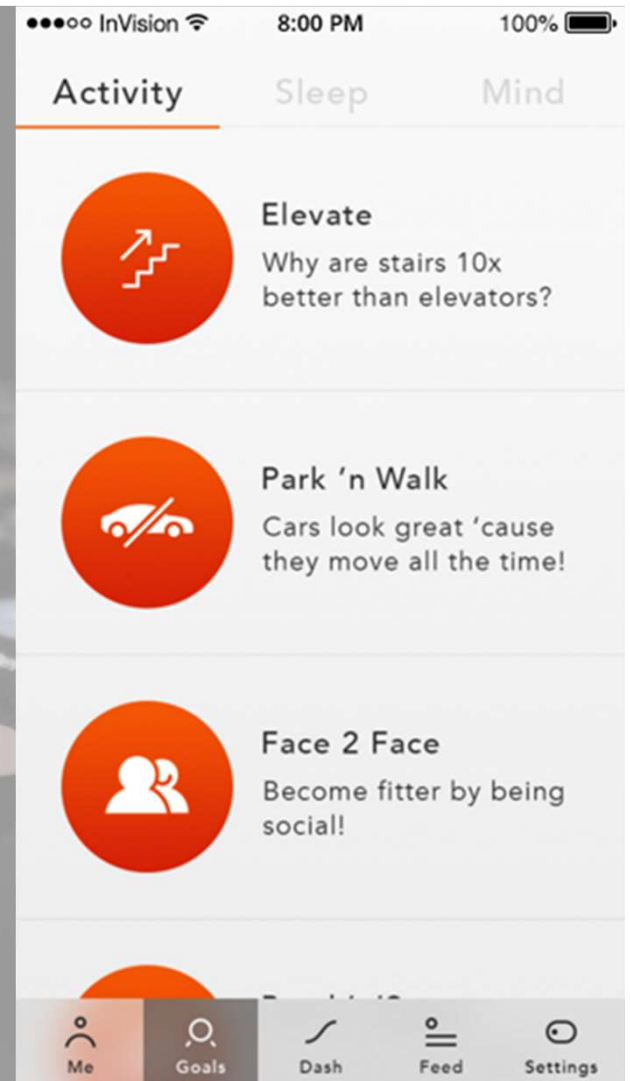


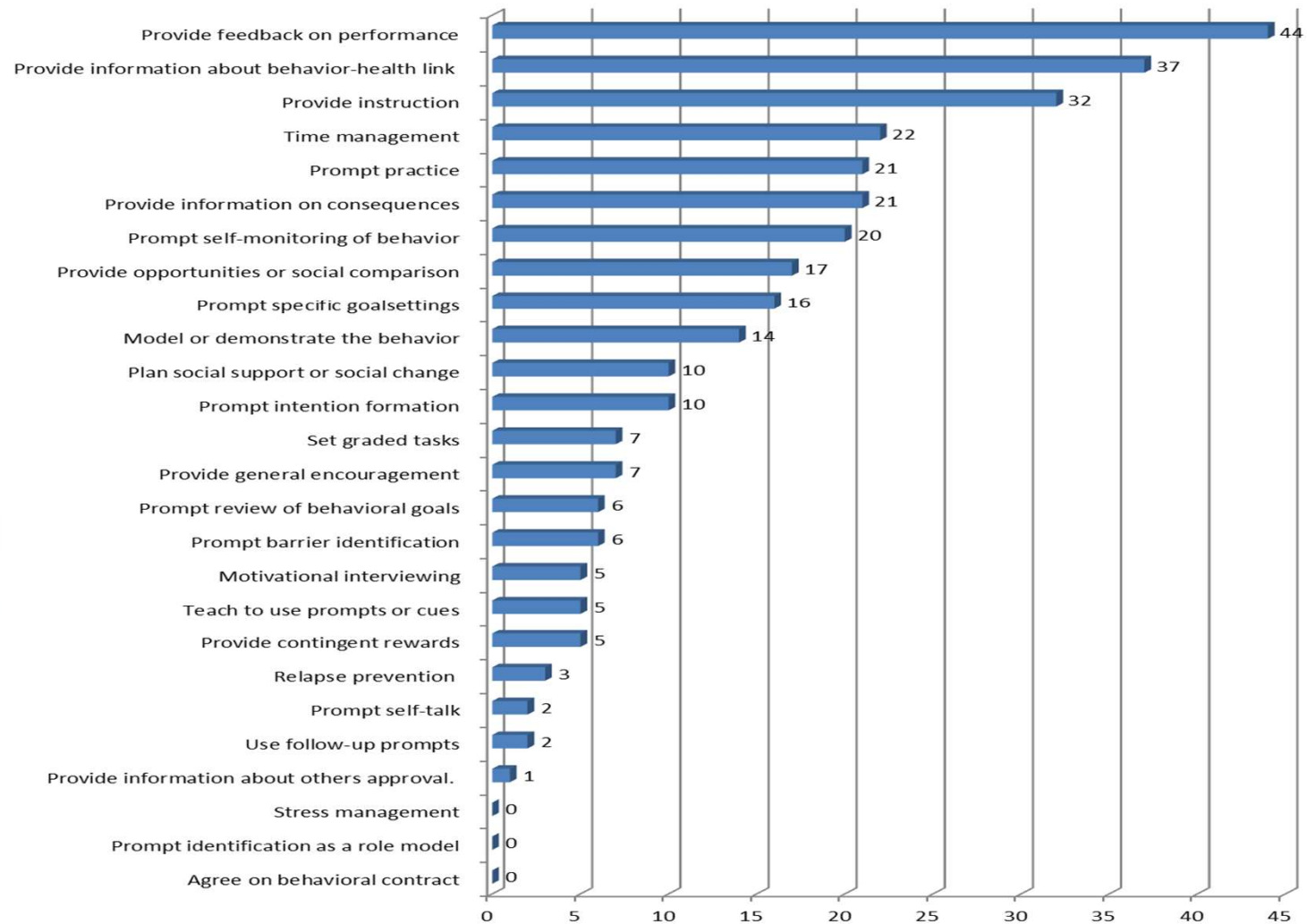
Time to move!

OK

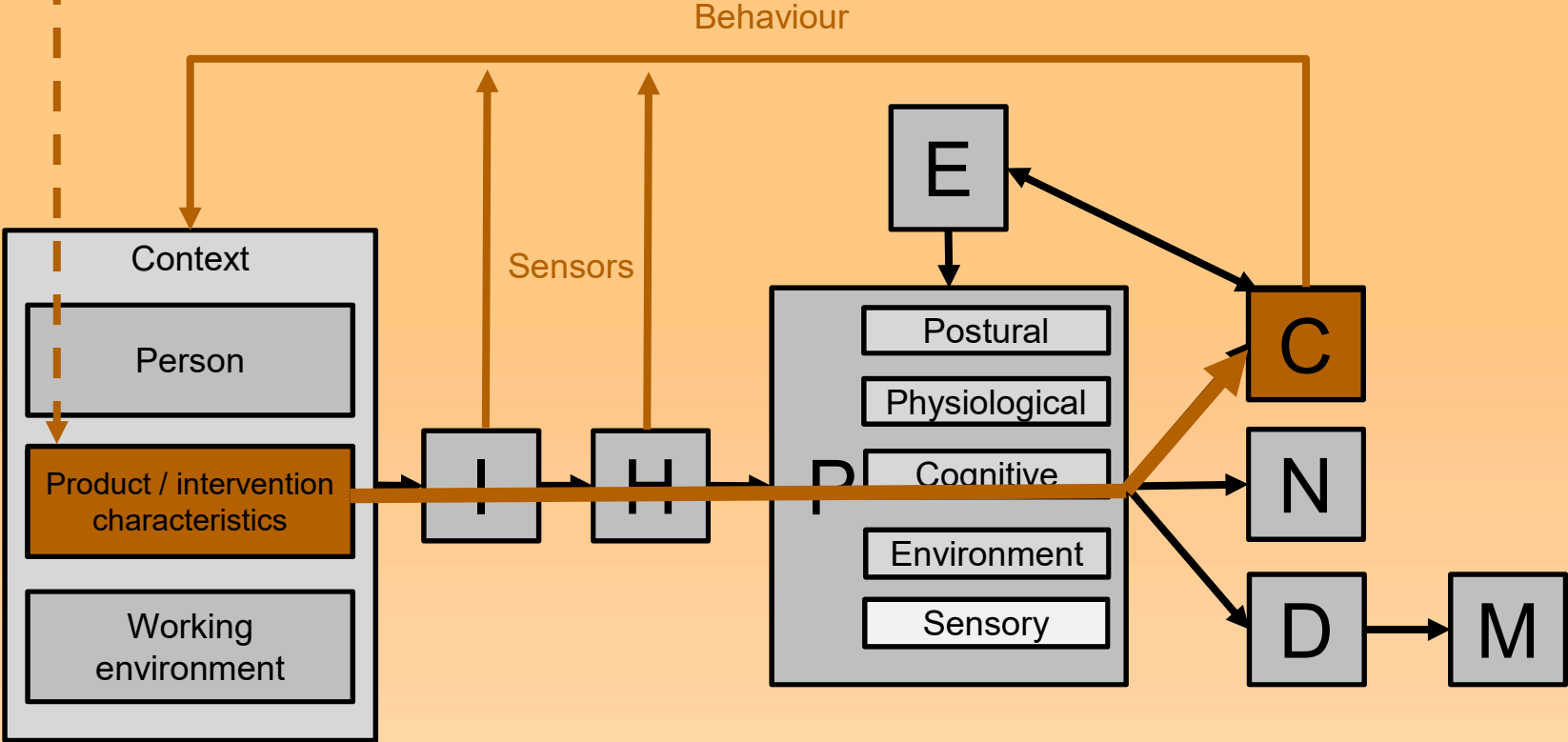
Snooze

SET GRADED TASKS





Behaviour change techniques



DEFINITIONS

RESEARCH CHALLENGES

SOME EXAMPLES

CONCLUSION

Comfort: what's behaviour got to do with it?

**Technology
Potential
Exploration**

A photograph of a silver laptop open on a dark, wrinkled fabric surface, likely a bed. The laptop screen displays a webpage with text and a search bar. To the left of the laptop is a crumpled yellow and white shopping bag. The background is dark, and the overall lighting is dim, with the laptop screen providing the primary light source.

› **THANK YOU**

elsbeth.dekorte@tno.nl

TNO innovation
for life