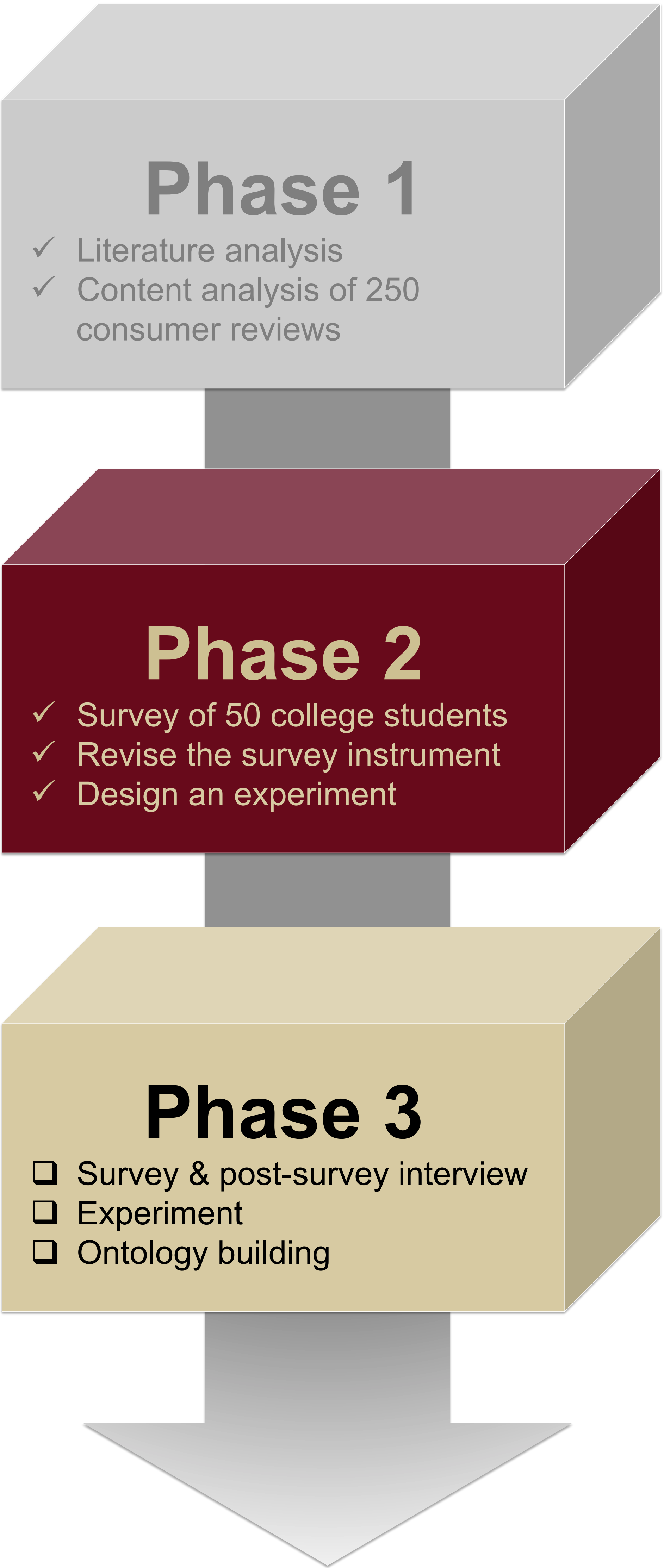


College Students' Value Structure of Choosing and Using Mobile Health/Wellness Applications: Preliminary Findings

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RESEARCH QUESTIONS

- RQ1:** What kinds of mobile health/wellness applications do student use?
- RQ2:** What are the purposes and features of those mobile applications?
- RQ3:** How do students search for mobile health/wellness applications?
- RQ4:** What are the metadata, social cues, and strategies that students use to select a mobile health/wellness application among the alternatives?

METHODS

- 16 subjects were recruited through the Facebook page of the University's student fitness and wellness center, as of September 15th, 2013.
- Each participant completed a **survey** and a **follow-up interview** in one-on-one, face-to-face meetings.

PRELIMINARY FINDINGS

Demographics

- 62.5% of the participants (10 out 16) were female.
- 81.3% were White Caucasians; 12.5% were Hispanic or Latino; 6.3% was a multiracial.
- 75% were undergraduates; 12.5% were graduate students.

Frequently Mentioned Apps

- MyFitnessPal, Lose It!, Nike+ Running, Runtastic Pro, C25K Free, MapMyRun, and Fitbit*

Purposes of Mobile Apps

- Record and manage personal health information/data/records (87.5%)
- Keep up with a fitness plan (81.3%)
- Design a fitness plan (43.8%)

How to Search

- Learn about the apps from health/wellness-related articles on the Web or magazines.
- Mobile apps stores (e.g., App Store or GooglePlay)

Criteria	M	SD
Easy to navigate	6.63	0.62
Easy to use	6.44	0.89
Provides high quality content	6.31	0.87
Allows personalization	6.19	0.83
Has high ratings from users	6.13	0.89
Free (No charge)	6.00	1.26
Includes little ads	5.81	1.47
Ranked high by a search engines or mobile apps stores	5.50	1.32
Looks professionally designed	5.31	1.54
Is linked to by a site you think is believable	5.31	0.89
Provides additional health/wellness info. and tips	5.00	1.32
Recommended by friend(s)	4.88	1.67
Have a good experience with the related website	4.81	1.11
Represents/produced by an organization you respect	4.69	1.14
Recommended by social media	4.56	1.26
Includes a clear privacy policy	4.50	1.55
Recommended by a newspaper/magazine	4.44	1.36
Recommended by a doctor	4.38	1.63
Includes sources, author credentials, and affiliations for content	4.00	1.32
Has a third party quality approval/review seal	3.81	1.60

Table 1. College Students' Perceptions on Criteria for Choosing Mobile Health/Wellness Applications

