

# Do Computer-Generated Text Messages Motivate Teenage Girls to Exercise as Much as Human Sent Ones?

Levels of physical activity decline in adolescence, particularly among girls. Automated text messaging systems have been effective in changing other adolescent health behaviors, so why not physical activity?

## Factors impacting persuasiveness

### **Personal connection with sender**

Teen "gift giving" - Taylor & Harper

### **Positive, personalized messages**

Nagging or someone who cares?

### **Context sensitive content**

Just-in-time messages

## The promise of text messages

### **Sweet Talk**

A text message support system for adolescent diabetics

### **Quit Buddy**

A smoking cessation program using mobile phones and text messaging

## Theoretical Framework

### **Social Cognitive Theory**

Increasing self-efficacy by supporting personal goals

### **Social Ecological Theory**

Health behaviors are shaped by our social networks

## Current Study - A Preliminary Finding

Teens find it motivating to get a supportive message from a friend but ...

They have difficulty knowing what text messages to send to support their friends exercise goals

