

Plansourcing: Generating Behavior Change Plans with Friends and Crowds

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Research Questions

1. Can friends and crowd members **generate plans that support behavior change**?
2. What **benefits and costs do friends offer** for the creation of behavior change plans for individuals?
3. What **benefits and costs do crowdworkers offer** for creating behavior change plans for individuals?

Tailored Crowdsourced Recommendations

How likely is the current plan to help the person improve their physical activity level? (expert evaluation)

Friends: 57%

Strangers: 91%

How well would you say this plan fits with your life? (participant evaluation)

Friends: 78%

Strangers: 57%



Friends

- + Knows preferences, goals, routines and constraints
- + More conservative with the plans generated
- + Enables additional social interactions opportunities in the future



Strangers

- + Can infer (some) preferences, goals, routines and constraints
- + Added more diverse activities to plans; provided novelty
- + Less concerned about being judged by strangers; more disclosure

Future Work

Create systems to support behavior change with the help of others (crowds, peers, friends, experts).

This research was in part funded by NSF Grant #1348543.

We thank the Prosocial Computing Group, Daniel Epstein and Jared Bauer for their feedback on this project