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).

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