Motivation
mHealth can bring data collection outside of a clinician’s chamber.
Sensor technologies have advanced, but self-monitoring is necessary.
-For example, to capture mood or food intake
Most people stop using mHealth apps after self-monitoring <10 times.

Our idea
Handpick engagement strategies — conducive to mobile settings — from a range of disciplines
- Social Psychology
- Positive Psychology
- Human-Computer Interaction
- Business/Marketing
- Communications
Integrate these strategies into coherent and cohesive storylines that can parallel existing and future mHealth apps, and reinforce intervention engagement

Future work
Engagement science
Which strategies work for whom, when, and under what conditions?

Online learning
Personalize and fine-tune engagement strategies to participant preferences
Use a contextual bandit algorithm (Thompson sampling) to learn and adapt efficacious engagement strategies over time
The bandit algorithm will allow (forced) exploration such that we can adapt if the need for different engagement strategies change over time.

Engagement Wrapper
We will generalize our findings to build an engagement wrapper for other mHealth applications.
We will create an open source framework for delivery and evaluation of engagement strategies.

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