Brandon Fox

ICTD

Interview with Ginger Reinauer

Brandon: So I'm just going to be interviewing you about... we're doing a research project about a smoking cessation app which is to help people stop smoking. And so my first question for you is when and why did you start smoking?

 Ginger: I started smoking when I was thirteen. I was given my first pack by my ballet teacher, as to keep down weight. All the girls in my ballet tribe were also given the same. Same package so we all kind of started the same time.

Brandon: How did you feel about your smoking habits?

Ginger: Not great but, it just kind of became a part of me.  So I was like.  I don't really know what to do. Not smoking? So I just kept smoking.

Brandon: OK

Ginger: Pretty not solid.

Brandon: How many times did you try to quit smoking? And what we're experiences like?

Ginger: Probably like four or five times. I would just get really hungry and angry. Throw a lot of plates. It's not great and then I would just I would just kind of give up on my uh.  And then I saw a spreadsheet about how much money I spending and that kinda got me to quit.

Brandon: OK. So besides being angry and

Ginger: Hungry

Brandon: Hungry. Yes.  Were there any other difficulties you had when you were trying to quit?

Ginger: Well it was really hard because I was living with someone who also smoked. And so it just kind of like.. it was always around. And so I made it harder. And also there's a certain like.. I don't want to say I felt cool doing it, because it wasn't really like that, I actually hid my smoking habit from like everyone like I would... I made sure to like only do it like in the privacy of my own backyard or whatever. But it was like a certain part of life my identity that I didn't really know what do without for a long time. Just because I started so young.

Brandon: Yeah, do you think it would have helped to have a buddy?  Like helping you?  And like also stopping at the same time?

Ginger: Yeah definitely. Especially like living with someone who was doing it. And like had no intention of stopping.  Was really hard. And so like I didn't have that. You know social support.

Brandon: Do you think it would help people to quit if you like it was tuned to... Into like a game with a competitive strategy?

Ginger: Yeah, I mean definitely like the FitBit model for me.  Like I love getting, Badges.  So I can get a badge and have it in my email like "You got a badge" then I can share it on Facebook or whatever.  Yeah I'm in.

Brandon: And do you think technology could play a role in helping people stop smoking?

Ginger: Definitely. Oh I think technology can do many many many things including stopping smoking or stopping screen time for kids. Yeah. Really. There are numerous numerous ways this can work out.

Brandon: Do you have any experience with using a smartphone app to help you stop smoking?

Ginger: No, I didn't even know there was one. If there's not you should make one.

Brandon: So you think it app like that would be effective?

Ginger: Yeah. I mean it gives you a certain level of accountability that you... It kind of takes it out of your hands so it's not like that's kind of when you, when you first start going down that path of stopping smoking. It feels like like a big burden like you're like I don't know really where, but you know, how to do this and you're angry and you're hungry and you just hate life. And so when you have that kind of like person to like reach out to, like that shared experience. They're taking half of that weight. And so... And they're being.. your being held accountable for that as well. and it'd work like that.

Brandon: So you can see that would be motivating to see your friends also curb their addiction.

Ginger: Yeah for sure. Or just like to struggle through them and you know have that resource of they're going through this too and it's not just you know

Brandon: Yeah. If it put you in like competition with another person. Why do you think that could be motivating?

Ginger: I am a competitive person so I play to win. I like to win. But I mean at the same time like.. I like other people to succeed as well.  And so like I like to congratulate them on their milestones and I like you know.. I like to help them get to that place. And so for me like it'd important for it to be both a competitive but also like... we're awarding and that we're all helping each other get to a healthier lifestyle.  In the end.

Brandon: Okay, would you consider paying for an app like this if it was considered successful.

Ginger: Yeah. If it helped stopped smoking do you know how much money people spend a lot of pack of cigarettes every what, week and a half?  It's nine dollars for Americans Spirits.  Nine eighty nine actually. That's crazy.  Yes.

Brandon: Finally, are there any other insights you have on the role that technology with like stopping smoking that you can think of?

Ginger: I would play heavy into kind of the almost like Farmville, Candy Crush. There's a lot of people who are smoking. Sometimes it's more common like you lower poverty... like lower income areas.  And I feel like they are better hit by that kind of motivation. Like making it very addicting like Clan of the Titans or whatever. That might help get them more involved and not just feel like "this is some you know gentrified whatever so. I think that would be my only advice is to make it accessible to everyone.  As Brandon Fox might say, know your audience Ginny, know your audience.  Awesome.

Brandon: Thank you for your time.

Ginger: Oh yeah, no worries