

# Older Users' Rejection of Mobile Health Apps

## A case for a stand-alone device?

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Thinking the Future  
Zukunft denken

Understanding the context

# HEALTH, AGING, AND MOBILE APPS

# Health and Aging

## Chronic degenerative diseases

- E.g. Diabetes and heart disease
- increase prevalence with age
- benefit from effective management
- High social costs

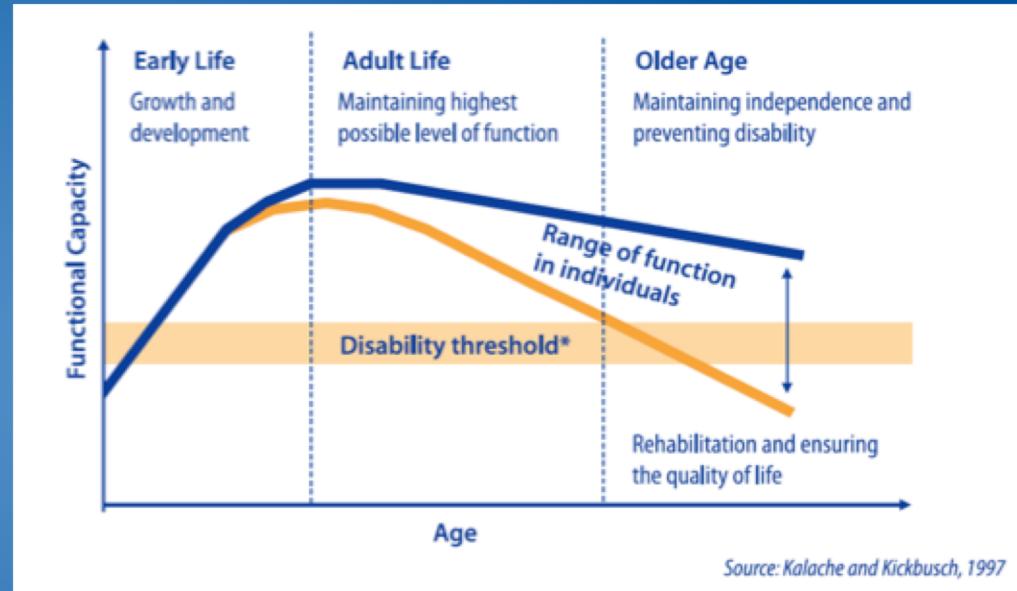
## Possible benefits of health apps

- Smartphone app or standalone device?

# Aging

## Aging is an individual process

- Individual differences amplify existing differences
- Technology usage differs



Understanding usage motives and barriers

# USER STUDIES

# Research question

Do users want a stand-alone device?

What determines their choice?

What role play age and user diversity?

Are privacy and data transmission critical?

# Hypotheses

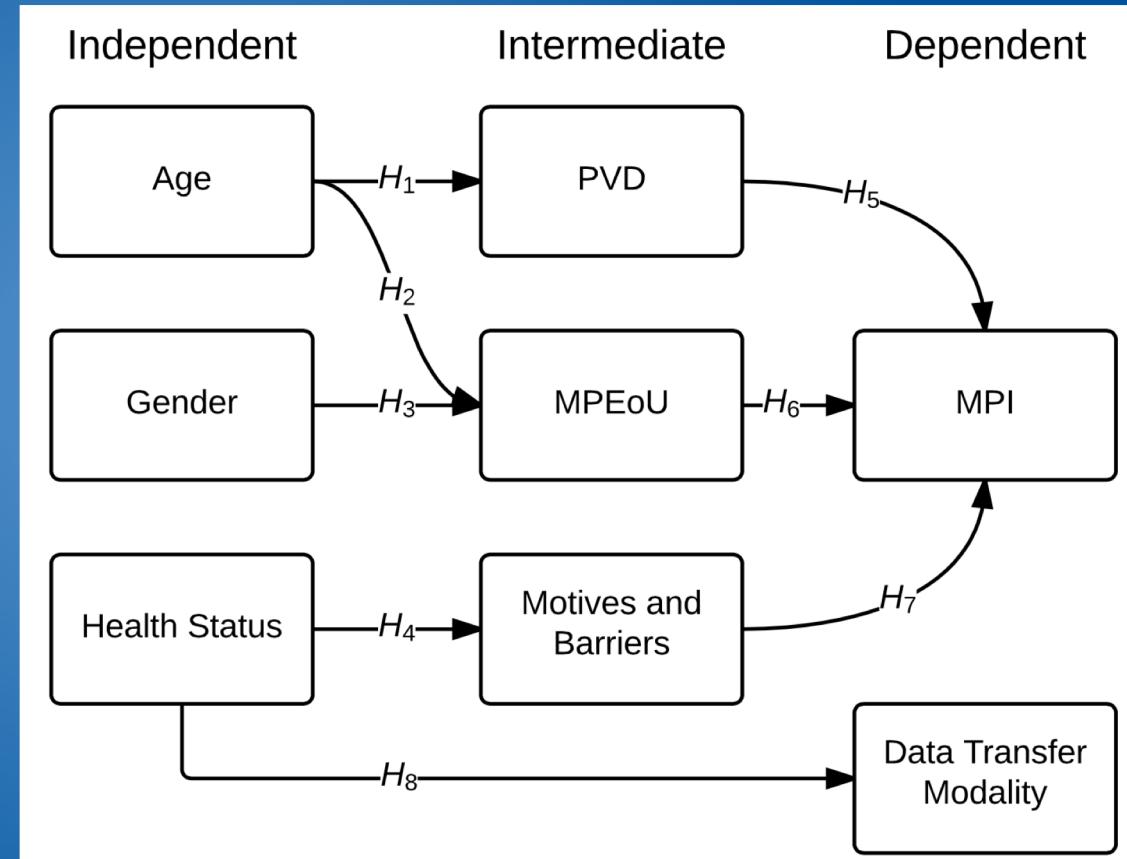
## User Diversity

### Determinants of MPI

- Mobile Phone Integration

### Data Transfer

- Privacy



# Exemplary Items

Motive or Barrier	Item
Practicality	I find it more practical to use only one device.
Familiarity	I am already comfortable using my phone.
Usage Frequency	I would use the device more often.
Enjoyment	I would have more fun using the device.
Inconspicuousness	The device would be less conspicuous.
Data loss	I fear that my data could get lost.
Device Failure	I fear that the device would not work properly.
Rejection	I don't want to use a mobile phone.
Ease of Use	I find mobile phones hard to use.

What influences what?

# RESULTS

# Samples

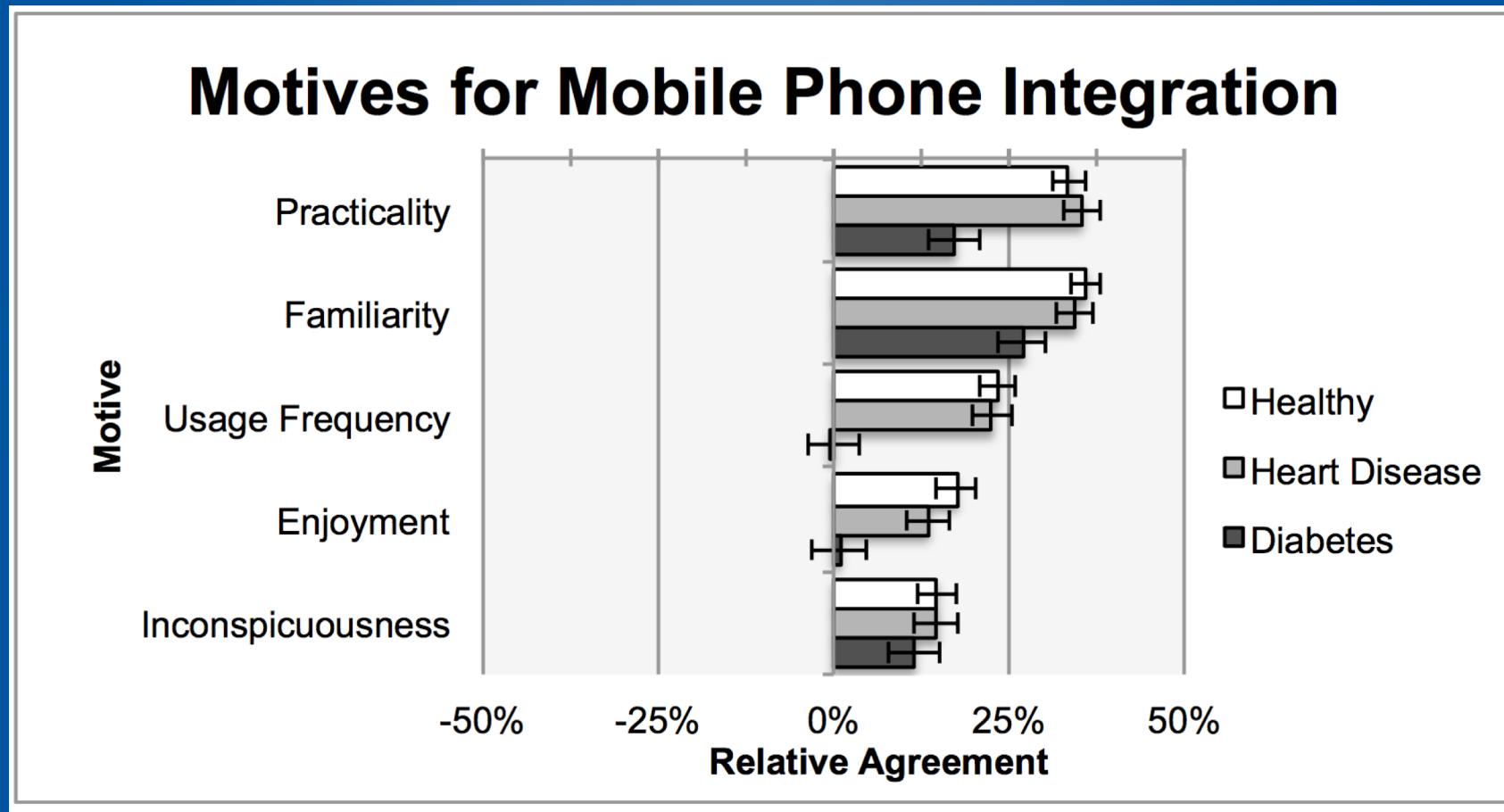
Combination of 2 samples

N=310 (120 diabetic, 190 heart disease)

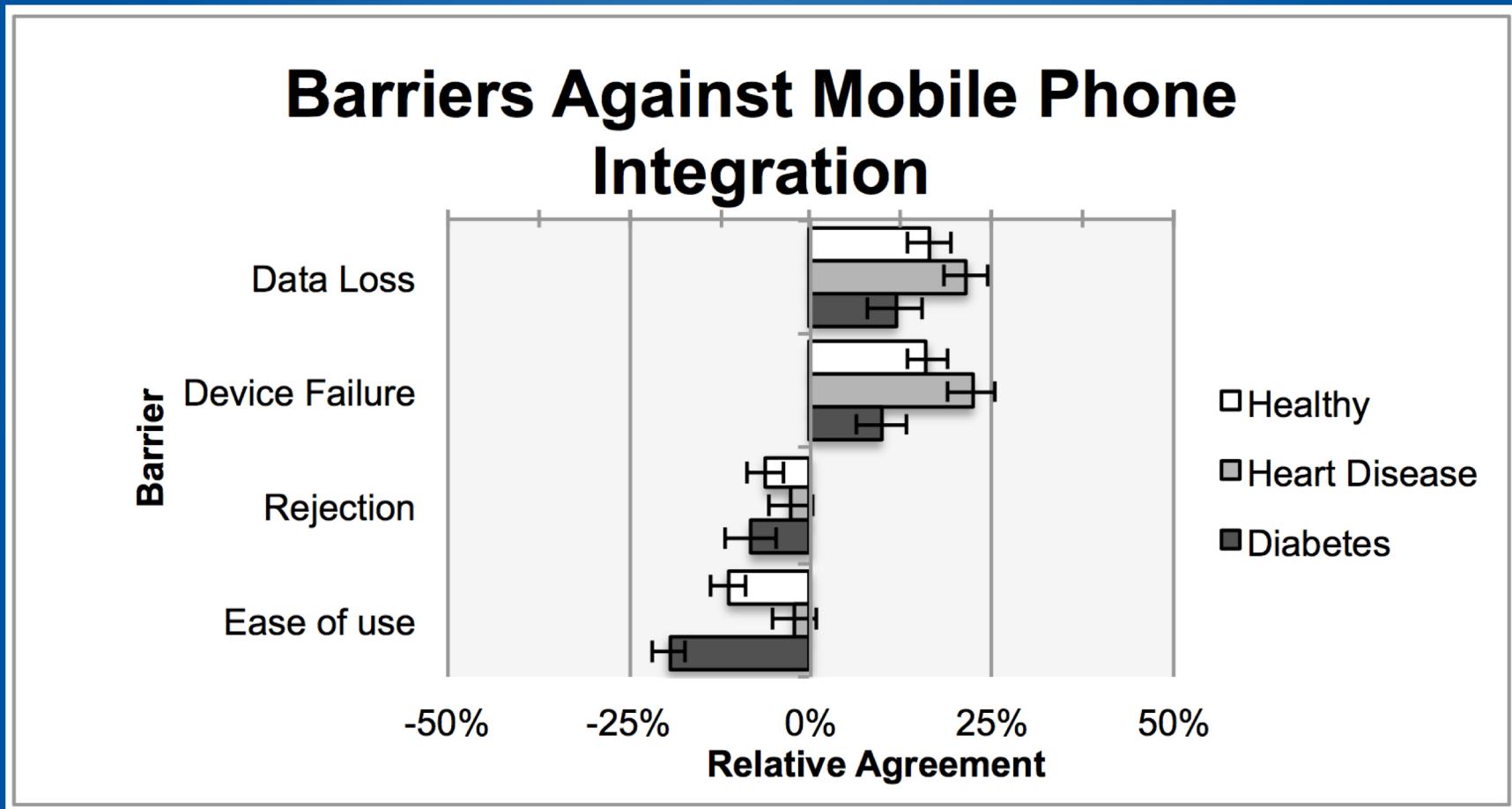
46% women

109 were qualified as healthy (precursors)

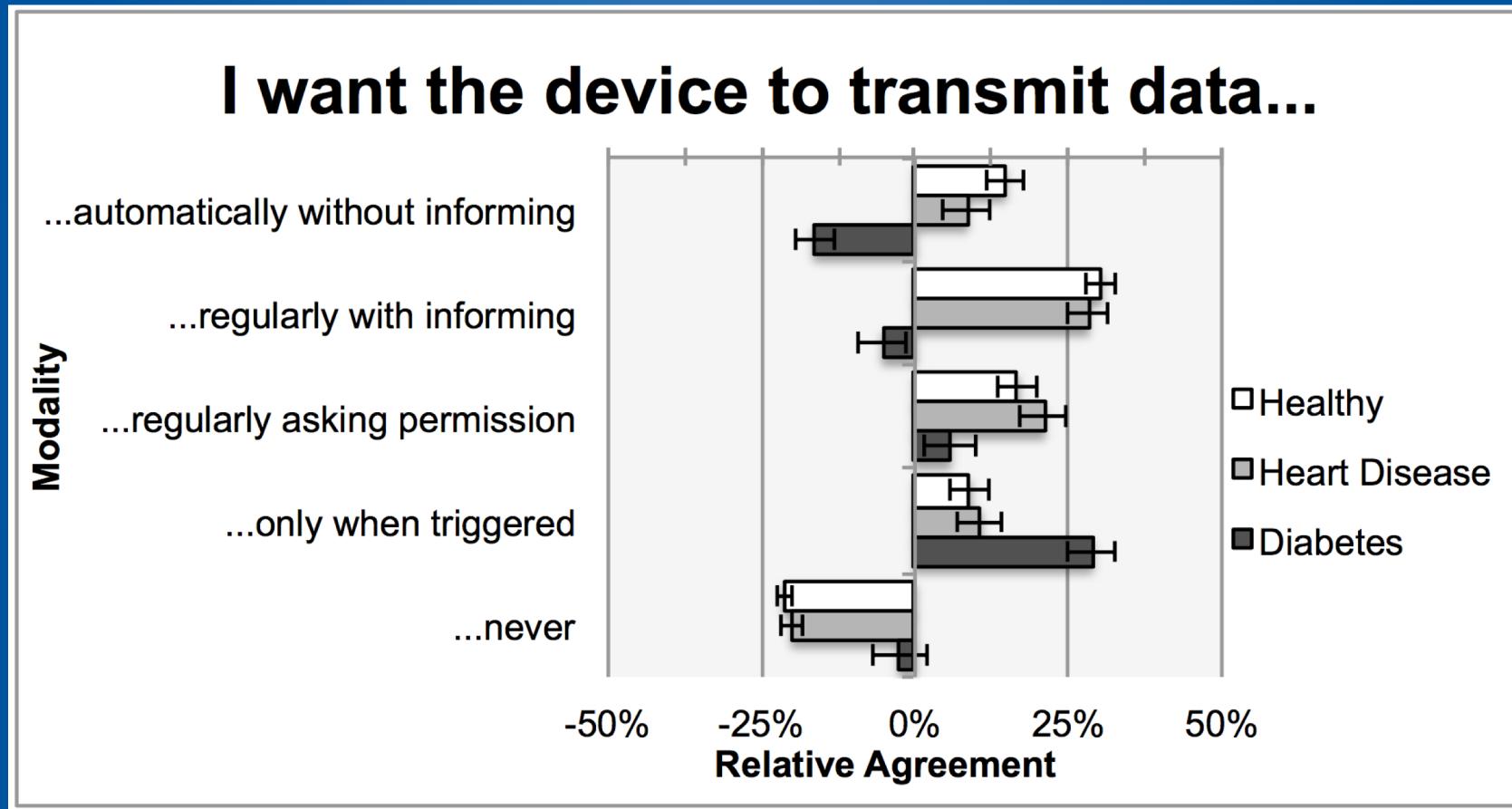
# Why would I like a combined device?



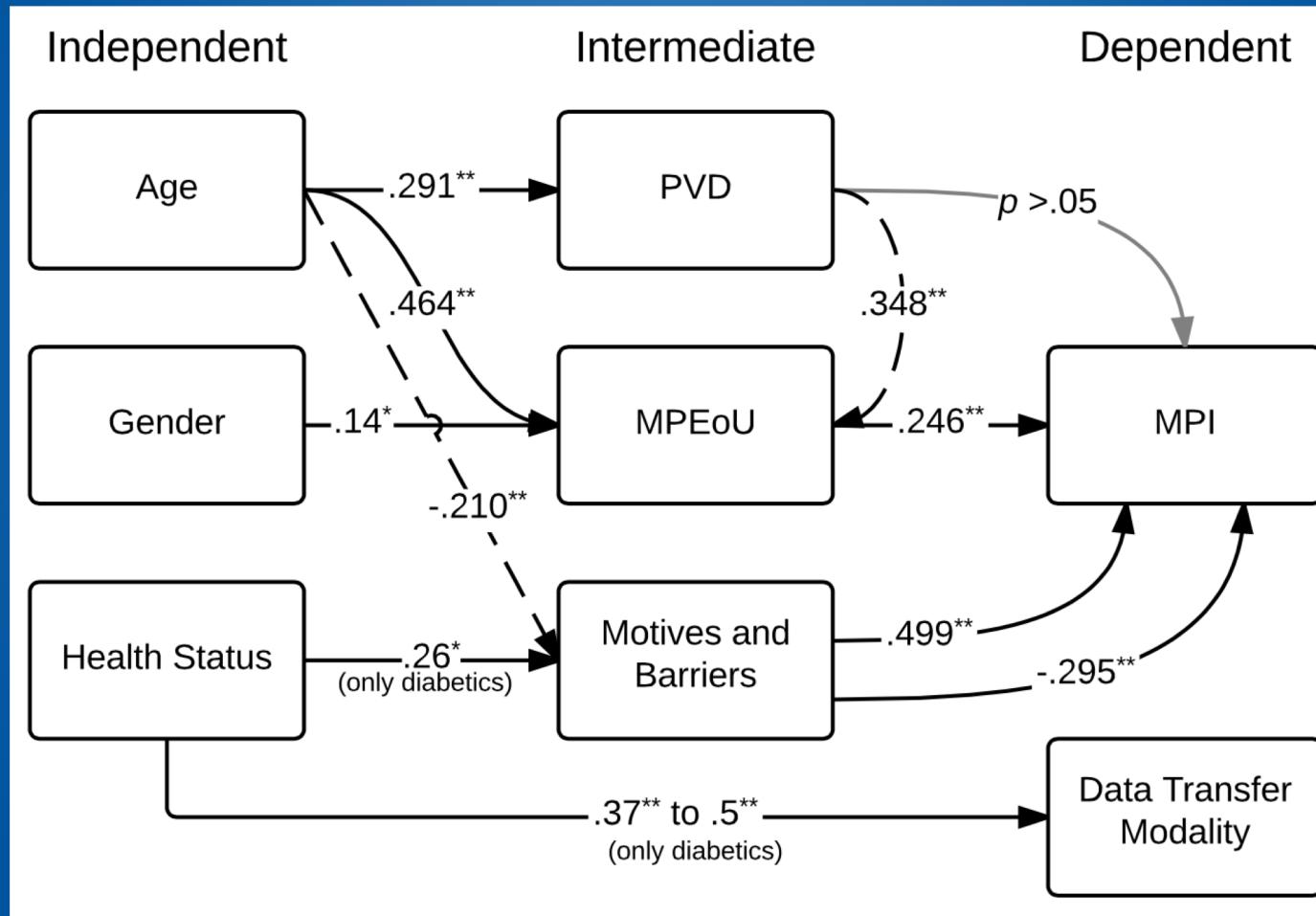
Why would I dislike a combined device?



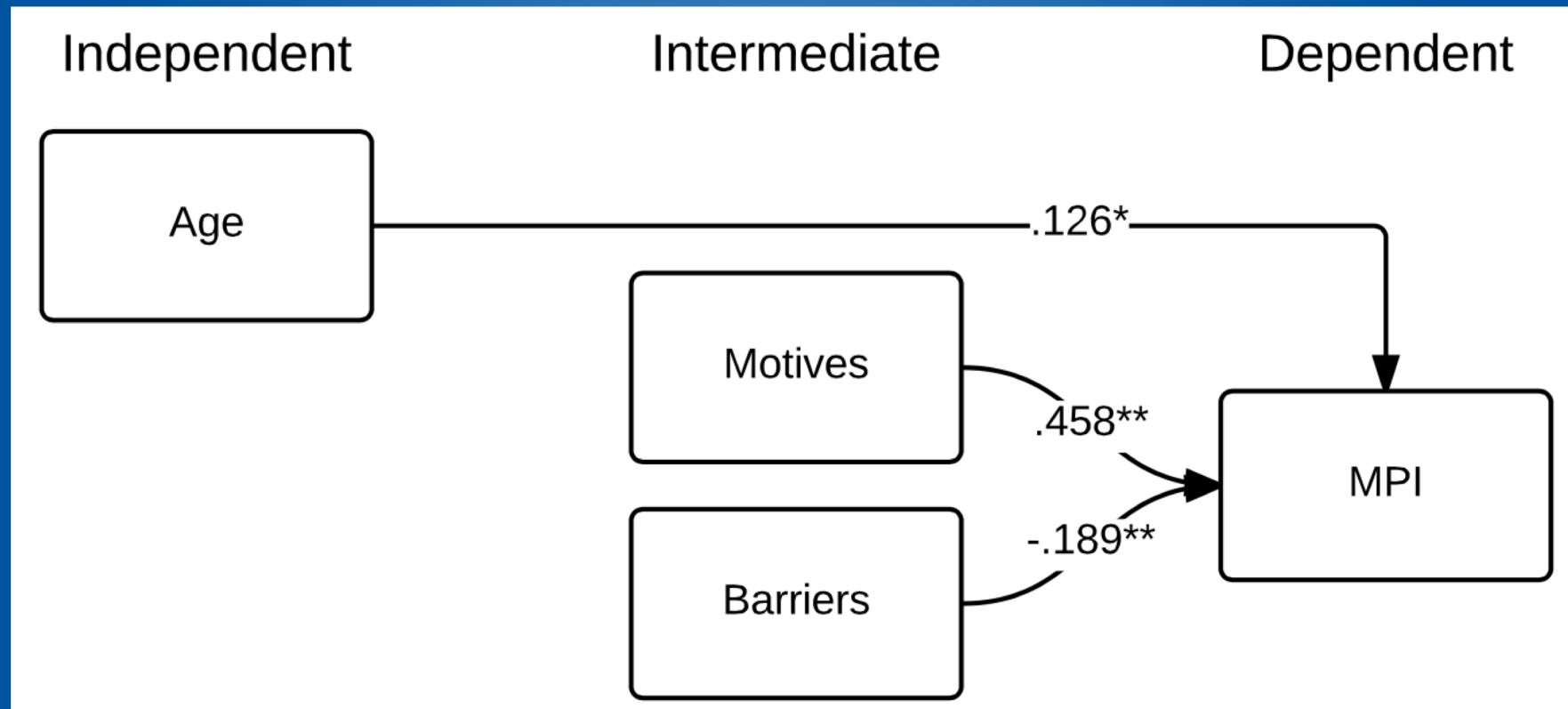
# Send my data automatically?



# What explains desire for integration?



# MLR-Analysis



# Summary & Contact

## Analysis of usage motives and barriers for health apps

- User Diversity plays a central role in deciding
  - Integration in a mobile phone
  - Addressing barriers
  - Age is less important than expected
- Assessing motives with respect to the illness

Provide integrated and non-integrated solutions!



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