Investigating the Relationship Between Physical Activity and Tailored Behavior Change Messaging: Connecting Contextual Bandit with Large Language Models

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ABSTRACT

Machine learning approaches, such as contextual multi-armed bandit (cMAB) algorithms, offer a promising strategy to reduce sedentary behavior by delivering personalized interventions to encourage physical activity. However, cMAB algorithms typically require large participant samples to learn effectively and may overlook key psychological factors that are not explicitly encoded in the model. In this study, we propose a hybrid approach that combines cMAB for selecting intervention types with large language models (LLMs) to personalize message content. We evaluate four intervention types: behavioral self-monitoring, gain-framed, loss-framed, and social comparison, each delivered as a motivational message aimed at increasing motivation for physical activity and daily step count. Message content is further personalized using dynamic contextual factors including daily fluctuations in self-efficacy, social influence, and regulatory focus. Over a seven-day trial, participants receive daily messages assigned by one of four models: cMAB alone, LLM alone, combined cMAB with LLM personalization (cMABxLLM), or equal randomization (RCT). Outcomes include daily step count and message acceptance, assessed via ecological momentary assessments (EMAs). We apply a causal inference framework to evaluate the effects of each model. Our findings offer new insights into the complementary roles of LLM-based personalization and cMAB adaptation in promoting physical activity through personalized behavioral messaging.

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CCS CONCEPTS

• **Computing methodologies** → *Machine learning approaches*; • **Applied computing** → *Health informatics*; • **Human-centered computing** → *Empirical studies in HCI*.

KEYWORDS

Contextual Multi-Armed Bandit, Large Language Models, Personalized Messaging, Just-In-Time Adaptive Intervention, Physical Activity, Behavior Change, Bayesian Regression, Digital Health

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1 INTRODUCTION

Physical activity, defined as any bodily movement produced by skeletal muscles that requires energy expenditure, plays a crucial role in overall health [29]. Growing evidence links insufficient physical activity to increased risks of chronic diseases [4, 22, 24] and attributes an estimated four to five million preventable deaths annually to sedentary lifestyles [16, 23]. In response, a wide array of digital health interventions and activity-promoting applications have emerged [1, 13, 22], aiming to support sustained behavior change and encourage regular movement across diverse populations.

However, the effectiveness of these interventions often depends on a participant's shifting daily context and psychological state. To address this, researchers have increasingly adopted the Just-In-Time Adaptive Intervention (JITAI) framework, which delivers support messages tailored to users' immediate context and individual needs [11, 25]. Longitudinal studies have shown that such context-aware approaches can help maintain healthy behaviors over time [10, 21]. Yet, real-time fluctuations in mood, stress, self-efficacy, and social influence continue to moderates intervention effectiveness [5], presenting a key challenge for personalization and adaptivity.

This paper proposes a hybrid intervention strategy that integrates contextual multi-armed bandits (cMABs) with large language models (LLMs) to address this challenge. cMABs provide a structured and interpretable decision-making framework, enabling dynamic selection of predefined intervention types based on contextual inputs such as user mood or perceived self-efficacy [3]. However, effective adaptation via cMABs often requires large sample sizes and struggles particularly when numerous psychological or environmental variables must be considered [17, 26].

LLMs offer a complimentary capability: flexible linguistic personalization. They can adapt the tone, wording, and framing of intervention messages based on user context, generating more relatable and engaging communication. While LLMs are powerful in language generation, their outputs lack consistency, and their internal decision-making is often opaque [6, 18].

We propose a synergistic approach that uses cMABs for transparent, data-driven selection of intervention types and LLMs for nuanced, context-sensitive message personalization. This hybrid approach aims to combine the strengths of both: the adaptability and interpretability of cMABs with the expressive power of LLMs. We hypothesize that this combined method will produce interventions that are psychologically attuned and behaviorally effective in promoting physical activity.

We address two core **Research Questions** (RQs):

- **RQ1**: To what extent do contextual factors and the combined use of cMABs and LLMs influence users' acceptance of intervention messages, compared to standalone or random assignment strategies?
- **RQ2**: How do users' perceived personalization and self-reported evaluations (e.g. relevance, motivational appeal, clarity) predict subsequent motivation to engage in physical activity?

The following sections describe our theoretical foundations, study design, causal modeling approach, expected outcomes, and the implications for advancing personalized health interventions.

2 RELATED WORK

Multi-armed bandit (MAB) algorithms have been applied to tailor physical activity (PA) interventions for sedentary adults by responding to real-time contextual cues, such as location, time of day, and recent movement. For instance, the HeartSteps by Klasnja et al. trial demonstrated that context-sensitive prompts produced immediate increases in step counts; however, these gains diminished over time [15]. Other research has reported more sustained benefits — the MyBehavior app, led to users walking an extra ten minutes each day [19]. Švihrová et al. discussed the potential of MABs for real-time personalization in digital health, emphasizing their ability to improve engagement and efficacy through adaptive intervention delivery. They highlighted opportunities in combining MABs with causal inference and digital twins for personalized behavior change [30]. Together, these findings underscore the potential of MABs to encourage physical activity but also highlight the challenge of avoiding intervention fatigue and maintaining engagement over the long term.

Parallel work has explored using large language models (LLMs) to generate motivational messages. Jörke et al. employed GPT-4 with prompt chaining to emulate motivational interviewing during a sixteen-participant technology probe; it upheld a supportive tone in 84 percent of its utterances and favored open-ended questions over unsolicited advice [13]. COM-B–primed LLM tailored responses to users' motivational states and re-ranked outputs for enhanced alignment, which experts rated as more empathetic and actionable in simulated dialogues [12]. In a just-in-time adaptive intervention (JITAI) study conducted by Willms and Liu, ChatGPT rapidly produced thirteen theory-based lesson messages for parents to promote child activity, demonstrating the model's capacity for quick, customizable content creation, albeit with the caveat that expert review was necessary [28]. Across all these studies, the advantages included personalized, supportive communication and fast content generation, while common limitations involved brief study durations, small sample sizes, absence of real-world behavior outcomes, and the requirement for expert oversight.

Recent investigations have begun to integrate contextual multi-armed bandits (cMABs) with LLMs to create more adaptive health-promotion strategies. Karine and Marlin (2025) introduced a hybrid framework in which a Thompson Sampling bandit suggests intervention options, and an LLM filters these suggestions based on user-stated preferences, leading to improved personalization in a physical activity setting [14]. Alamdari et al. (2024) proposed using LLM-generated synthetic data to warm-start CMABs, thereby reducing initial regret and accelerating the learning process [2]. In another study, Brooks et al. (2024) conceptualized LLMs as stochastic treatment generators and developed GAMBITTS—a Thompson Sampling variant that accounts for uncertainty in the content generated by the model—resulting in lower regret in simulated physical activity interventions [7]. Wang et al. (2025) combined a context-aware bandit with an LLM-driven chatbot to deliver tailored motivational messages in the realm of sleep health, demonstrating enhanced engagement and improved health outcomes compared to non-adaptive baselines [27]. Collectively, these efforts suggest that coupling CMABs with LLMs can yield interventions that are more responsive, highly personalized, and overall more effective in promoting behavior change.

3 EXPERIMENT MODELS

There are four experimental models that we are cross-comparing. In each model, we ensure that the information collected from participants is the same so that participants are blinded to the assignment of experimental condition. One of these models is a randomized controlled trial (**RCT**), where the intervention is randomly selected for participants regardless of their provided information. The other three comparison models are described below:

3.1 Contextual Multi-Armed Bandits (cMABs)

CMABs dynamically select interventions based on contextual factors at each time step. Let X_t denote the context observed at time t, which includes individual factors such as self-efficacy, social influence, and regulatory focus. The intervention (or arm) space is denoted by $\mathcal{A}$, where each arm represents a different intervention type, and $|\mathcal{A}| = K$ is the total number of available interventions. At each time step t, the algorithm selects an arm $A_t \in \mathcal{A}$ based on the current context X_t.

Let t denote the index for each decision time step. An outcome (reward) R_t is observed shortly after the intervention is delivered at time t. Let D_t denote the historical dataset available up to time t, with $D_0 = \emptyset$ and, for $t \geq 1$, $D_t = D_{t-1} \cup \{(X_{t-1}, A_{t-1}, R_{t-1})\}$, consisting of tuples of contexts, chosen arms, and observed rewards. The posterior distribution for the expected reward [8] of arm a given context X_t when $A_t = a$ is expressed as:

$$P(\mu_a \mid X_t, D_t) : \mu_a = X_t^\top \beta + D(a)^\top \gamma, \quad \begin{bmatrix} \beta \\ \gamma \end{bmatrix} \mid D_t \sim \mathcal{MVN}(m_t, S_t).$$

Here, β is a shared context coefficient vector, and γ captures the main effects of each arm. The vector $D(a)$ denotes the one-hot encoding of arm a. The posterior parameters, namely the mean m_t and covariance S_t, are updated based on historical data D_t.

Algorithm 1 Contextual Bandit with Linear Payoff

1. Observe current context X_t
2. Sample parameters from posterior: $\begin{bmatrix} \beta^{(t)} \\ \gamma^{(t)} \end{bmatrix} \sim \mathcal{MVN}(m_t, S_t)$
3. Compute sampled expected rewards for each $a \in \mathcal{A}$: $\hat{\mu}_a^{(t)} = X_t^\top \beta^{(t)} + D(a)^\top \gamma^{(t)}$
4. Select arm $A_t = \arg\max_{a \in \mathcal{A}} \hat{\mu}_a^{(t)}$
5. Apply intervention A_t, observe reward R_t
6. Update dataset: $D_{t+1} = D_t \cup \{(X_t, A_t, R_t)\}$
7. Update posterior parameters m_{t+1}, S_{t+1}
8. Proceed to next participant

3.2 Large Language Models (LLMs)

In use of the LLMs, we hold and use the same context X_t and historical dataset D_t as before, but introduce an additional user-generated free-text description, denoted by $\mathcal{L}_t$, as shown in Algorithm 2. This response captures the user's situational context and personal narrative, offering a closer alignment with users' linguistically sophisticated content.

At each time step, the LLM first selects a base intervention $A_t \in \mathcal{A}$ from the **finite** set of possible intervention types. It then generates a customized intervention message $M_t \in \mathcal{M}$, where $\mathcal{M}$ is an **infinite** set of linguistically adaptive messages derived from the base arm space $\mathcal{A}$. This process is modeled as:

$$M_t \sim f_{\text{LLM}}(X_t, \mathcal{L}_t, D_t \mid A_t)$$

where f_{LLM} is treated as an unobserved (black-box) mapping that produces a tailored message based on the structured context X_t, user's free-text input $\mathcal{L}_t$, historical data D_t, and the selected base intervention A_t. Unlike selecting a fixed message from $\mathcal{A}$, the LLM adapts the intervention's language and framing to the user's current psychological and situational context, though the specific decision-making process is not directly observable.

Algorithm 2 LLM-based Personalized Messaging

1. Observe context X_t and user-written input $\mathcal{L}_t$
2. LLM select base intervention $A_t \in \mathcal{A}$ given X_t.
3. Generate personalized message: $M_t = f_{\text{LLM}}(X_t, \mathcal{L}_t, D_t \mid A_t)$
4. Deliver M_t, observe reward R_t
5. Update dataset: $D_{t+1} = D_t \cup \{(X_t, A_t, R_t)\}$
6. Proceed to next time step

3.3 A Combination of cMABs and LLMs (cMABxLLM)

In our combined approach, the cMABs model first selects the optimal arm A_t at each time step based on the user's context X_t and past data D_t:

$$A_t = \arg\max_{a \in \mathcal{A}} \mu_{a,t}$$

where $\mu_{a,t}$ is the expected reward for arm a at time t given X_t and D_t, as defined previously. The posterior parameters m_t and S_t are also updated at each step as described in Section 3.1.

After the intervention arm A_t is chosen, the LLM generates a personalized message using the user's context, their written response $\mathcal{L}_t$, and observed history:

$$M_t = f_{\text{LLM}}(X_t, \mathcal{L}_t, D_t \mid A_t)$$

The above method is outlined in Algorithm 3.

Algorithm 3 cMABxLLM Combined Assignment

1. Observe current context X_t and user-written input $\mathcal{L}_t$
2. Use cMAB model to select arm: $A_t = \arg\max_{a \in \mathcal{A}} \mu_{a,t}$
3. Generate message: $M_t = f_{\text{LLM}}(X_t, \mathcal{L}_t, D_t \mid A_t)$
4. Deliver M_t to user and observe reward R_t
5. Update dataset: $D_{t+1} = D_t \cup \{(X_t, A_t, R_t)\}$
6. Update posterior parameters m_{t+1}, S_{t+1}
7. Proceed to next time step

4 METHODOLOGY

4.1 Study Design

The research protocol was approved by the University of Toronto Research Ethics Board. The study design follows a 7-day protocol, with days 1 and 7 reserved for pre- and post-study evaluation and interviews, and the intervening 5 days dedicated to daily intervention delivery and assessment. On day 1, participants complete a pre-study questionnaire that includes the Behavioral Regulation in Exercise Questionnaire (BREQ-3) to assess motivation based on Self-Determination Theory (SDT) [9]; Perceived Trust in Automation using the PAICE scale [20]; and socio-demographic information including gender, education level, and digital skill proficiency. On day 7, participants complete a post-study survey focused on their experience with the intervention messages including perceptions of personalization, appropriateness, and comparative evaluation across intervention types.

During the 5-day intervention phase (days 2-6), participants ($N = 5$) complete a brief daily survey and are assigned one of four experimental conditions using micro-randomization. That is, each day, participants are randomly assigned to one of the following models: a **randomized control model (RCT)**, **LLM-only**, **cMAB-only**, or the **combined cMABxLLM model**.

This micro-randomization is repeated independently each day of the study, enabling within-subject comparison across conditions.

Before receiving their assigned motivational message, participants complete a set of ecological momentary assessments (EMAs) capturing dynamic psychological and contextual variables:

- **Mood:** Self-reported current mood.
- **Stress Level:** Perceived ability to manage upcoming tasks.
- **Self-Efficacy:** Confidence in engaging in planned physical activity.
- **Social Influence:** Likelihood of joining others in physical activity if prompted.
- **Regulatory Focus:** Orientation toward growth/achievement (promotion), or safety/avoidance (prevention).
- **Written Narrative:** A brief description of daily events and their impact on mood, stress, or physical activity.

Although mood and stress are collected daily, they are not used in the real-time cMAB or LLM assignment procedures. Instead, they are included in the post-hoc analysis to assess any potential confounding or moderating effects of high-frequency contextual factors (those that vary hourly) versus lower-frequency ones (those that change daily).

Each day, participants receive one motivational message tailored by the assigned experimental model.

Figure 1 provides an overview of the main steps and timeline in our study design. We explain various components of the study design below.

4.2 Intervention Messages

Each intervention message belongs to one of the following four behavior change types. When the model does not involve an LLM, a predefined message template corresponding to the assigned type is delivered.

Behavioral Self-Monitoring + Feedback

Great job so far– take a moment to reflect on the time you've spent walking since joining this study. Insert the number of minutes in the box below.

Gain-Framed

Taking a 30-minute walk today could improve your heart health, boost your energy, and elevate your mood for the rest of the evening.

Loss-Framed

Skipping your 30-minute walk today increases your risk of weight gain, poor sleep, and long-term heart health problems.

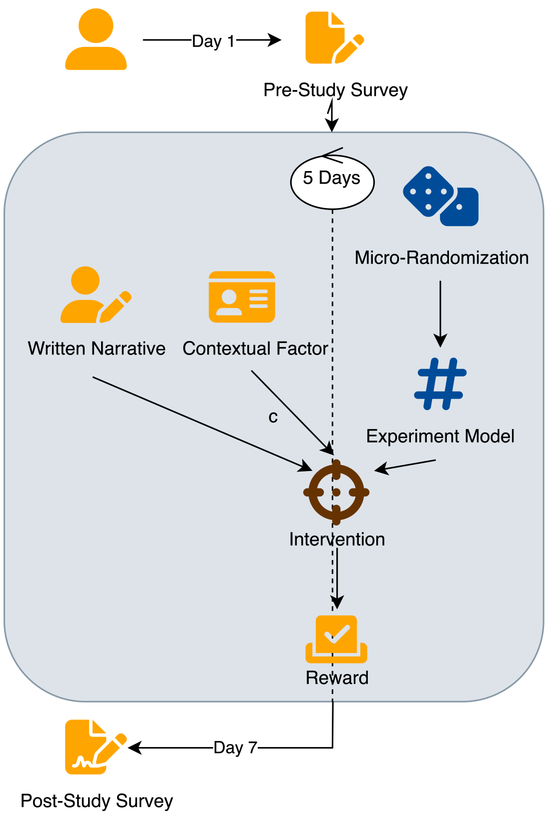

Figure 1: An overview of the study design

Social Norms and Comparison Feedback

Many others in your group are meeting their walking goals—join them and keep up the momentum!

4.3 Reward and Feedback Collection

After viewing their assigned intervention message, participants are directed to a response page where they report two key outcomes: 1) Message acceptance – how appropriate, relatable or useful they found the message; and 2) Momentary motivation – their current level of motivation to engage in physical activity.

These responses are treated as the reward signal, which is transmitted to the cMAB training platform (deployed through Javascript on a Google Cloud server). The reward is used to update the cMAB policy for future decision-making, but onlly in conditions where cMAB is active (i.e. cMAB-onlly or cMABxLLM).

After this, a participants complete a brief feedback survey. This optional qualitative survey invites participants to reflect on the personalization of the message they received, its relevance to their context, and to offer any suggestions for improvement. These narrative responses help us to explore perceived personalization but are not used to update the models during the study.

To clarify the variables and written narrative responses, Table 1 provides an overview of which contextual variables are used for model training in each experimental group.

Variable	RCT	cMAB	LLM	cMABxLLM
Mood	×	×	×	×
Stress Level	×	×	×	×
Self-Efficacy	×	✓	✓	✓
Social Influence	×	✓	✓	✓
Regulatory Focus	×	✓	✓	✓
Written Narrative (L_t)	×	×	✓	✓

Table 1: Experiment variables used for each experiment model

4.4 Prompt Example Used in the LLM Model

To generate personalized intervention messages, we provided the LLM with both structured and unstructured user data. The prompt was composed of two parts: a system prompt describing the LLM's task as an assistant and available message types, and as a user prompt containing the participant's current psychological context and self-reflection narrative. Full message templates for each intervention type are described in Section of **Intervention Messages**.

System Prompt

You are an intelligent healthcare assistant tasked with generating personalized health intervention messages to help individuals increase their daily step count. There are four types of intervention available, each defined in the study design:

- Behavioral Self-Monitoring + Feedback
- Gain-Framed Messaging
- Loss-Framed Messaging
- Social Norms & Comparison Feedback

For each participant, you will receive contextual information including self-efficacy, regulatory focus, social influence, and a personal reflection. Based on this information, select one appropriate intervention type and personalize the message using the corresponding template provided in the study design.

User Prompt

Self-efficacy: 72/100 (higher values indicate greater confidence in maintaining physical activity)
Social influence: 64/100 (higher values indicate greater responsiveness to encouragement from others)
Regulatory focus: +3 (positive values indicate gain orientation; negative values indicate loss orientation; range: −6 to +6)
Reflection: "I've been stressed but walking helps clear my mind."

In the LLM-only condition, the model receives all four intervention types and is responsible for selecting and customizing the message. In contrast, in the combined cMABxLLM condition, the intervention type is pre-selected by the cMAB and passed to the LLM, which then generates a message tailored to the participant's psychological context and reflection.

This experimental design allows us to isolate and evaluate the added value of LLM-based message personalization, both independently and in combination with cMAB-driven intervention selection.

5 CAUSAL EFFECT MODELING

To address the **Research Questions** introduced earlier, we construct two distinct causal models—one for each research question. Figure 2 illustrates the hypothesized causal structure of our study. In this diagram, each directed edge represents a potential direct causal relationship.

The experimental condition (G) determines which type of intervention message a participant receives: either a fixed template (Y_F), as used in the RCT and cMAB models, or a personalized message (Y_L)generated by the LLM or cMABxLLM models. Contextual features (X), such as self-efficacy or social influence, inform the generation of Y_L messages but do not influence (Y_F), which are selected from static templates.

Both message types, along with the experimental model G and contextual features X, are expected to influence how participants respond to the message, operationalized as message acceptance (R_1). In turn, message acceptance, together with upstream factors, may influence participants' overall motivation to engage in physical activity (R_2). We also include a set of collected variables (C) such as mood and stress as potential confounders that may affect X or outcomes indirectly. These potential confounders are included in the study to enable post-hoc adjustment, if needed.

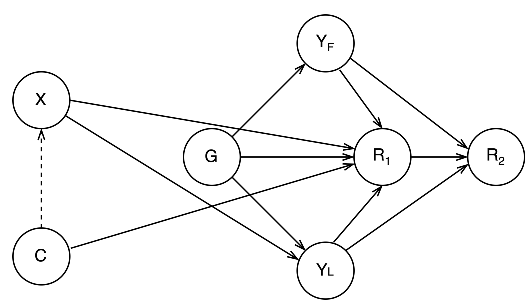

Figure 2: Causal DAG describing the modeling structure of our study.

Variable notations:

- X: Contextual features (e.g., self-efficacy, social influence)
- C: Potential confounders (e.g., mood, stress level)
- G: Experimental model
- Y_F: Fixed message content (RCT and cMAB models)
- Y_L: Personalized message content (LLM and cMABxLLM models)
- R_1: Message acceptance rating

- R_2: Change in motivation toward physical activity (pre- to post-study)

RQ1 evaluates how different intervention models (G) and contextual features (X) influence message acceptance (R_1). To answer this, we compare R_1 outcomes across all four models using offline post-study analysis. The micro-randomization design, in which each participant is randomly assigned to one model per day, mitigates individual-level confounding by distributing conditions evenly within subjects.

We fit a linear mixed-effects model with fixed effects for the intervention model (G) and contextual features (X), and random intercepts for participants to account for repeated measures. Message acceptance (R_1) is treated as a continuous variable on a 5-point Likert scale from 1 (not acceptable) to 5 (liked very much). We hypothesize that fixed-content models (RCT and cMAB-only) will have lower average acceptance than personalized models (LLM and cMABxLLM), although the relative performance of cMABxLLM vs LLM-only is not a priori certain.

To further investigate the role of contextual personalization, particularly in the LLM-personalized arms, we use a Bayesian linear regression model restricted to data from cMAB and cMABxLLM . This model accounts for real-time adaptation and explores how contextual features moderate the effect of intervention type.

$$\text{acceptance\_rating}_i = \alpha + A_i^\top \boldsymbol{\beta}_A + X_i^\top \boldsymbol{\beta}_X + (A_i \otimes X_i)^\top \boldsymbol{\beta}_{AX}$$

where A_i is the intervention type, X_i is the participant's contextual state, and $A_i \otimes X_i$ denotes their interaction terms. This model captures the causal pathways $G \to Y_F$ & $Y_L \to R_1$ and $C \dashrightarrow X \to R_1$ in the DAG (Figure 2). Non-informative priors are used to reflect limited prior knowledge and allow the data to guide inference.

RQ2 examines the longer-term (longitudinal) effects of intervention on participants' motivation to engage in physical activity. Motivation change (R_2) is measured as the difference between post-study and pre-study measures using the BREQ-3 survey [9] (i.e., R_2 = post − pre).

To model this relationship, we use participants' aggregated daily message acceptance ratings (R_1), contextual features X, and confounders C as predictors in a linear mixed-effects regression with motivation change (R_2) as the outcome. The experimental model (G) and baseline characteristics are included as covariates. This approach is aligned with Behavior Change Technique (BCT) and Self-Determination Theory (SDT) and corresponds to the causal pathway ($C \dashrightarrow X \to R_1 \to R_2$) in the DAG.

This longitudinal analysis enables us to test whether daily perceptions of personalization and message quality (captured in R_1) contribute meaningfully to longer-term behavior change motivation, thereby offering insight into how LLM-driven personalization can affect health-related outcomes.

6 PRELIMINARY RESULTS

At this stage, our work remains a small-scale pilot deployment. We have enrolled five participants and started data collection on June 5. The primary goal of this phase is to establish proof of concept and evaluate the combined cMAB×LLM approach against three benchmarks: LLM alone, cMAB alone, and RCT. Although we do not anticipate gathering enough data for extensive training by the initial deadline, we will compile and present an analytical summary as soon as the first batch of data is available. All system-generated contextual information will be fully disclosed. Time permitting, we will also perform sentiment analysis on participants' written feedback and monitor motivational shifts over time. Insights from this pilot will guide the design of a larger study scheduled for July.

7 DISCUSSION

7.1 Contribution

We introduced a new framework that combines contextual multi-armed bandits (cMABs) and large language models (LLMs) for more personalized adaptive intervention assignment. Our main contribution is to give a clear, step-by-step guideline for how researchers can analyze, implement, and extend this combined cMABxLLM approach. At this stage, the project is in the pilot phase, and there are no empirical results yet. We will share our code and system setup, which are implemented in Google Colab and JavaScript, so others can try, check, and adapt the process for their own studies.

As we collect more data, we plan to use Bayesian penalized regression to reduce overfitting. We also expect that building a reliable model will require a larger dataset. To our best knowledge, there is no published study that provides a practical, detailed example of a cMABxLLM pipeline. We hope this work will help other researchers start similar projects and improve on our approach in the future. When more data become available, we will add qualitative interviews and sentiment analysis to learn more about user experience and changes in motivation.

7.2 Limitations

Several limitations to the current study design should be noted. First, the small sample size and short duration of the pilot deployment will limit statistical power and the ability to conclude on long-term effects. Meanwhile, cMAB models are sensitive to sparse data early in the study, which can lead to suboptimal assignments and potential bias. In addition, cMAB and LLM models are not trained on identical data: cMAB uses only contextual factors, while LLM models incorporate additional participant information. We welcome discussion and suggestions on these design choices.

The use of language models to generate personalized messages introduces further complexity. The effectiveness of these messages can vary with the quality of the language model and the individual interpretations of the participants, and there remain challenges in model interpretability and the risk of unintended bias. Together, these limitations highlight the need for larger, longer-term studies to validate our findings and further refine adaptive and language-based intervention approaches.

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