

The Ultimate Payoff

*An Experimental Approach
to Concussion Education*

FHCE5050/7050

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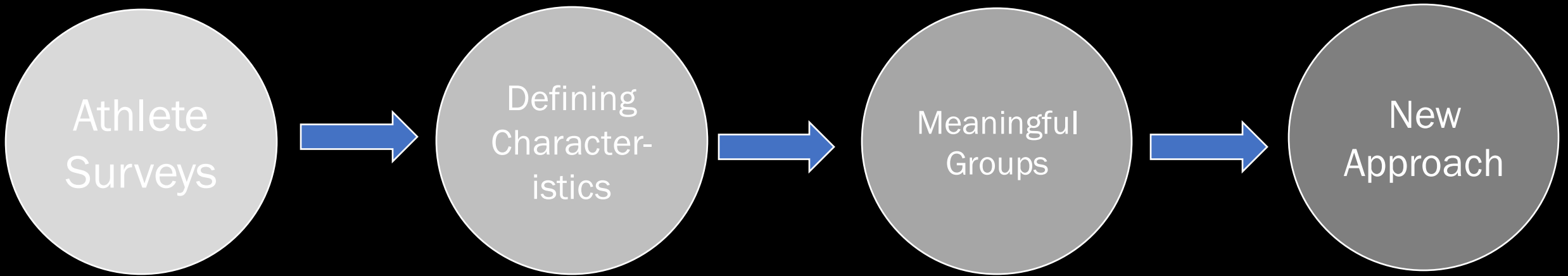


Larger Purpose



To propose, test, and validate a new approach to concussion education

Process



Reasoning for Being Here Today

Improve Current Concussion
Education

Our Idea

Concept Test

Conjoint Test

Application

Concept Testing



Pain Points vs. Opportunities

Less of This

- Boring
- Non-educational
- Low retention

More of This

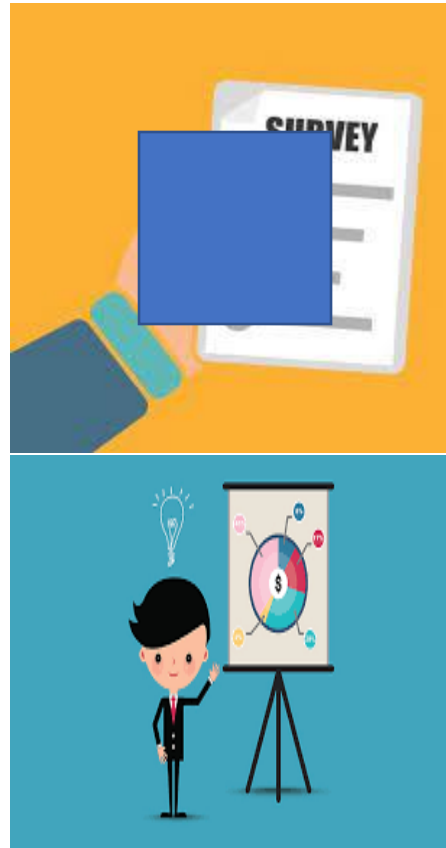
- Interactive
- Informative
- Entertaining

Why We are Performing this Test

Our Idea



**INNOVATIVE
PROGRAMS**



Teach[®]
Yourself

SPORTS SCIENCE

A complete introduction

- **Understand** sports science faster
- **Master** the subject step by step
- **Test** your knowledge to help you **succeed**



Includes new
**BREAKTHROUGH
METHOD***
for easy learning

Simon Rea Open University

Concept Statement

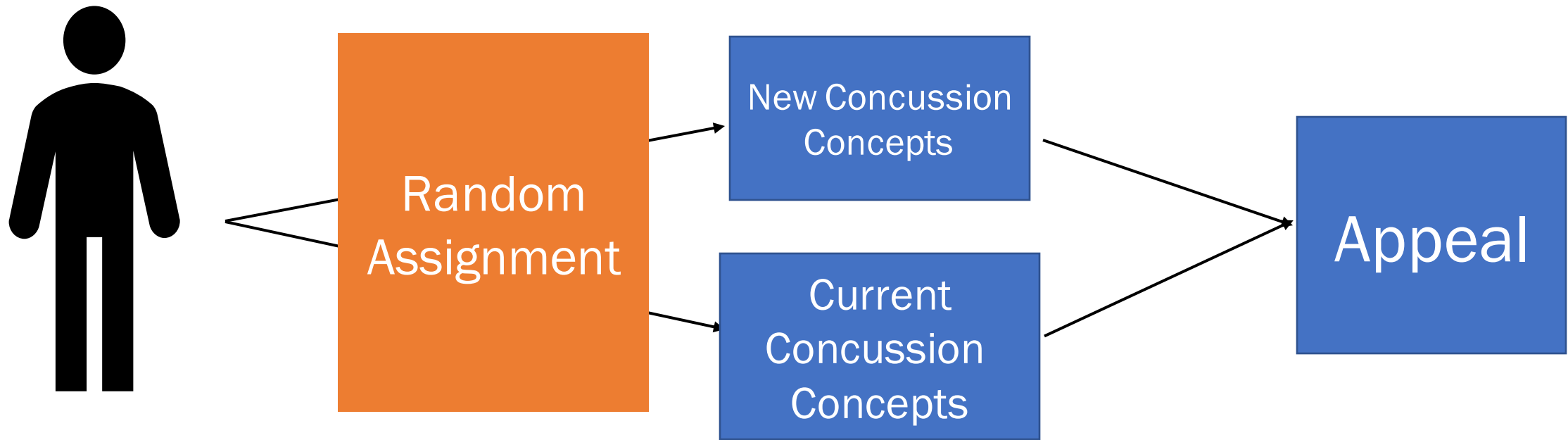
This approach will revitalize concussion education making it more interactive, enjoyable, and informative. It will make it more interactive by incorporating videos and surveys that the athlete can participate in. It will make it more enjoyable because it will not just be writing on a page, but something that will be brisk, easy, and almost fun to complete. And Finally, it will contain more information that will help the athlete perform and compete at their highest possible level and in the safest possible way. With these combined, concussion education will be revolutionized for generations to come

Outcome Measure

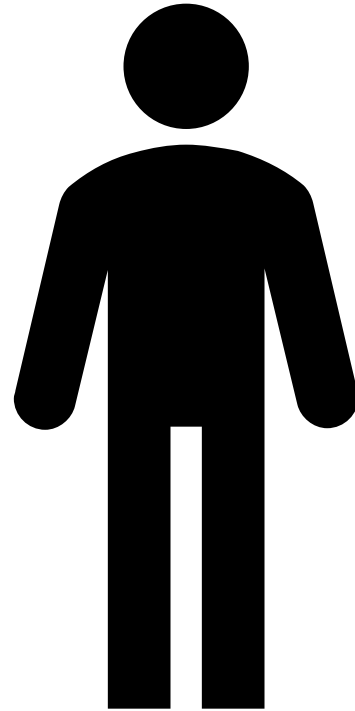


- Measure of the survey will be appeal
 - Participants will be asked to rate the appeal of each concept on a scale of 1-5
 - Fixes the pain of boring education by testing which concept is most interesting to the participants

Survey Design Flow



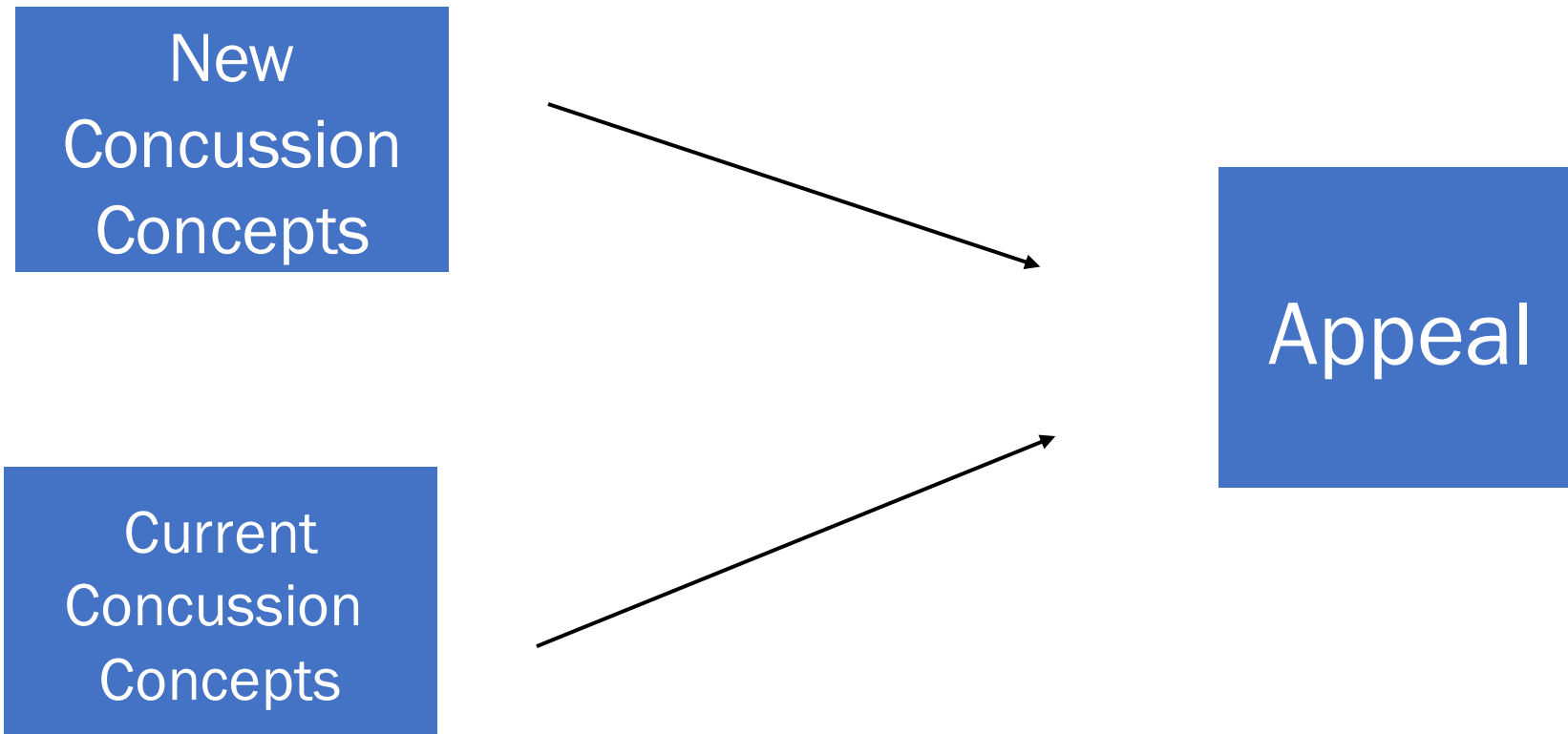
What Are Our Questions?



Method

Random
Assignment

Concepts Tested



Analysis and Application



Run a T-test



How Will We Use the Results

Summary of Concept Testing

- Concept Test will show participants what is currently being done for concussions vs. what we are proposing
- Participants are asked to rate the appeal of the concept they're shown
- If successful, we will see the average appeal of both concepts and move forward with the one that is preferred

Conjoint Testing



Features

- Watch a Sports Science video on concussions.
- Hear in-person experience from a player impacted by a concussion.
- Learn how to survive playing.
- Take a Concussion test.
- Hear from a professional athlete/coach.
- Read a scholarly article on concussions.
- Learn tips on how to prevent a concussion.

Set 1

When considering concussion education, which of the following do you find most appealing?

A

- Learn how to survive playing.
- Watch a Sports Science video on concussions.
- Learn tips on how to prevent a concussion.

B

- Learn tips on how to prevent a concussion.
- Read a scholarly article on concussions.
- Take a concussion test.

C

- Take a concussion test.
- Hear from a professional athlete/coach.
- Hear in-person experience from an athlete impacted by a concussion.

Set 2

When considering concussion education, which of the following do you find most appealing?

A

- Hear in-person experience from an athlete impacted by a concussion.
- Watch a Sports Science video on concussions.
- Hear from a professional athlete/coach.

B

- Read a scholarly article on concussions.
- Learn to survive playing.
- Hear from a professional athlete/coach.

C

- Learn how to survive playing.
- Learn tips on how to prevent a concussion.
- Read a scholarly article on concussions.



What is
participant asked
to do?

Qualtrics
Assigned a set
Chose A,B, or
C

A



What is the
outcome
measure?

Selection

B

C

Set 1

Set 2

- Take a concussion test.
- Hear from a professional athlete/coach.
- Hear in-person experience from an athlete impacted by a concussion.

- Learn how to survive playing.
- Learn tips on how to prevent a concussion.
- Read a scholarly article on concussions.

- Learn tips on how to prevent a concussion.
- Read a scholarly article on concussions.
- Take a concussion test.

- Read a scholarly article on concussions.
- Learn to survive playing.
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- Hear in-person experience from an athlete impacted by a concussion.
- Watch a Sports Science video on concussions.
- Hear from a professional athlete / coach.

Analysis and Application

- Analysis
 - Analysis will be done by Binary Logistic Regression
 - This is the probability of selection given the presence of a particular feature
- How will you use the results to make recommendations?
 - The features that are most selected by participants in the Qualtrics survey will be chosen for the new concussion education model

Summary of Conjoint Testing

- Participants of the Conjoint Study will be shown different sets with randomly selected features and asked to select one
- Utilizing Binary Logistic Regression, we will see which features have the highest probability of selection
- This allows us to focus on the features with the highest selection for concussion education

Overall

